

Nov. 26, 1964

SECRET

TWO IMPORTANT MESSAGES

IMPORTANT

RE: SPECIAL ENG CHRISTMAS PROGRAM

HEAD NETWORK HEADQUARTERS HAS JUST LEARNED THAT THE ENG CHRISTMAS PROGRAMS ENTITLED A CARLAND FOR JOHN DUNDEE AND HON CHRISTIPAC CAME TO CANTONMENT ARE NOT HALF-HOUR PROGRAMS AS PREVIOUSLY ANNOUNCED. THESE ARE QUARTER-HOUR PROGRAMS.

This information reached us only this morning and is being sent to you immediately. We are sorry that not a particularly should arise and hope that it will not put you in too awkward a position.

The two programs will be recorded on the same reel; the John Dundee program first and the Cantonment program second. We plan to have all Christmas programs to the mail by December 2.

RE: WHITE EYES AND BLACK #3

Although White Eyes and Black #3 was included in the info sheets of Issue #40, the program will not be distributed. The original of this program was received at Headquarters being crushed and totally unfit for duplication.

Repeat, White Eyes and Black #3 will NOT be distributed.

FALL '54 (Issue #50)

ROCKIES IN STUFF FILM--Landscape of the Ugly (10:00)

Open: Transferred

Close: This is the NAES NETWORK

TRANS CREDITED

TIME: 10:00

CUE SHEET

NAES NETWORK

CUE SHEET

FALL '54 (Issue #50)

AFRICAN ADVENTURE #1--FRANCE AND THE PICTURES OF SHIRAZ

Open: The University of Chicago Roundtable

Close: This is the NAES NETWORK

T R CREDITED

TIME: 11:00

CUE SHEET

NAES NETWORK

CUE SHEET

FALL '54 (Issue #50)

AMERICAN IDEALS & WINDOW ON THE WORLD (ON SAME REEL)

Part 1--IDEALS #1--

Open: Through the negotiation of

Close: This is the NAES NETWORK

T R CREDITED

TIME: 11:45

Part 1a--WINDOW #1--Changes in military weapons

Open: Window on the world

Close: This is the NAES NETWORK

T R CREDITED

TIME: 12:11

CUE SHEET

NAES NETWORK

CUE SHEET

FALL '54 (Issue #50)

ROBIN ROSS #1--Will Stately Answered by His Companions

Reel 1 Open: Ballad Singer

Close: This is the NAES NETWORK

(STATION BREAK BETWEEN REELS. THE REEL IS OPTIONAL MUSIC FILM.)

Reel 2 Open: Duke's recording of

Close: This is the NAES NETWORK

Reel CREDITED

TIME: Reel 1 01:15

Station break

Reel 2 01:04

Between reels 03

TOTAL 02:19

GR. TOTAL 02:19

CUE SHEET

NAES NETWORK

CUE SHEET

FALL '54 (Issue #50)

AFRICAN ADVENTURE #2--Leopoldville, Congo Seige

Open: The following...

Close: This is the NAES NETWORK

TIME: 03:45

T R CREDITED

FALL '54 (Issue #50)

ON STAGE & JOURNEY BEHIND THE NEWS (ON SAME REEL)

Part I--ON STAGE #4--The Scenic Designer

Open: The following tape recorded...

Close: This is the NAEB NETWORK.

T R CREDITED

TIME: 14:45

Part II--JOURNEY #4

Open: The following tape recorded...

Close: This is the NAEB NETWORK.

T R CREDITED

TIME: 14:17

CUE SHEET

NAEB NETWORK

CUE SHEET

FALL '54 (Issue #50)

FRENCH THEATRE #17--Les Deux Timides

Reel 1 Open: THEME

Close: THEME

Reel 2 Open: M. Garadou passe chaque...

Close: This is the NAEB NETWORK.

REC. CREDITED

TIME: Reel 1 14:14 TOTAL: 43:21

Reel 2 29:07

CUE SHEET

NAEB NETWORK

CUE SHEET

FALL '54 (Issue #50)

SCHOOLS TODAY AND MUSIC ROUND THE WORLD (SAME REEL)

Part I--SCHOOLS #4

Open: The following tape recorded...

Close: This is the NAEB NETWORK.

T R CREDITED

TIME: 14:36

Part II--MUSIC #4--Music from Scotland

Open: The following tape recorded...

Close: This is the NAEB NETWORK.

T R CREDITED

TIME: 14:45

CUE SHEET

NAEB NETWORK

CUE SHEET

FALL '54 (Issue #50)

GREAT BOOKS OF ASIA #4--Chuang-Tzu

Open: The Great books of Asia...

Close: This is the NAEB NETWORK.

T R CREDITED

TIME: 28:06

CUE SHEET

NAEB NETWORK

CUE SHEET

FALL '54 (Issue #50)

WHITE KEYS AND BLACK #4

Reel 1 Open: THEME

Close: Music

Reel 2 Open: Music

Close: This is the NAEB NETWORK.

TIME: Reel 1 29:50

Reel 2 29:40

REC. CREDITED

TOTAL

59:30

FALL '54 (Issue #50)
ASPECTS OF FRENCH LIFE #3---
Political Forces in France

Open: Aspects of French life...

Close: This is the NAEB NETWORK.

T R Credited

TIME: 29:14

CUE SHEET

NAEB NETWORK

CUE SHEET

FALL '54 (Issue #50)

THE UNIVERSE #2--The Mysterious Universe

Reel 1 Open: The Universe...the solar system...

Close: ...they're traveling along together.

Reel 2 Open: Here we have a rather complicated...

Close: This is the NAEB NETWORK.

T R Credited

TIME: Reel 1 29:30

Reel 2 17:08

TOTAL: 46:38

NAEB NETWORK

OFFERING

OFFERING

THIS IS A SPECIAL TIME-LIMITED,
COPIE-LIMITED DEAL. IT'S A VERY
FINE GIVE-AWAY FROM RCA VICTOR THAT MAY
RESULT IN FUTURE FREE BROADCAST
MATERIAL!!!!

IF YOU WANT IT---

TELEGRAPH SEYMOUR N. SIEGEL, WNYC,
TODAY!!!

Sy Siegel has made a deal with RCA Victor Records whereby many (but not all) NAEB stations can receive FREE a recently made recording of Verdi's Requiem (1:17:24).

About 50---repeat: only about 50---copies of this recording will be available to NAEB stations within the next week. Not after the next week.

If the response to this offer is favorable, we may receive many or even ALL new Victor releases---Free!

The first 50 of you broadcasters to telegraph Sy an order, giving a FULL NAME and SHIPPING ADDRESS, will get this deal---and perhaps help all of our stations to get it in the future. Telegraph---SEYMOUR N. SIEGEL, RADIO STATION WNYC, 2500 MUNICIPAL BUILDING, NEW YORK CITY. Do NOT telegraph NAEB HEADQUARTERS. Do NOT telegraph NETWORK HEADQUARTERS or Victor. Do telegraph Sy at WNYC.

This offering is another special service of the NAEB to its members---made possible by our past president and member of the board Seymour N. Siegel.

7

NAEB Radio Network
14 Gregory Hall
Urbana, Illinois

January 11, 1955

TO: All NAEB Radio Network Stations
FROM: NAEB Radio Network Headquarters (John Holt)

4H
Re: QUESTIONNAIRE ON WEEKLY DISTRIBUTION (NON-IN-SCHOOL)

Should the Network take "broadcast seasons" into consideration when arranging its distribution schedule? To what extent?

If the Network begins distribution of a series of 9 half-hour programs at the beginning of a 13 week broadcast season, there will be a "gap" of 4 weeks in the distribution schedule after the end of the series. If Headquarters has on hand a series of 3 or 4 half-hour programs, it can "fill in" with these. But if Headquarters does not have a short series on hand, should it begin a new 13 week series immediately or wait until the beginning of the next season?

What is the best time for broadcast seasons to begin?

Should all new series of 13 programs begin with the same issue?

These and many other questions are raised in the course of the Network operation. The value of the Network service depends to a great extent upon the answers arrived at. To be sure that we have the right answers, we would like you to give them to us.

The enclosed questionnaire covers a number of these questions. It is so designed that you may check off your answers with a minimum of difficulty. Space has been left so that you may add any comments, qualifications, or additional information which you think pertinent.

Please take a few minutes right now while you're thinking about it to fill out this questionnaire, and return it to the NAEB RADIO NETWORK, 14 GREGORY HALL, URBANA, ILLINOIS. In any case we would like to have a 100% return by FEBRUARY 1.

Thank you for your cooperation.

NAEB RADIO NETWORK HEADQUARTERS

QUESTIONNAIRE

ON WEEKLY DISTRIBUTION (NON-IN-SCHOOL)

TO: All NAEB Radio Network Stations

FROM: NAEB Radio Network Headquarters

In order to schedule the distribution of series in a manner most convenient for the greatest number of member stations, Network Headquarters is in need of information on the station operations. This questionnaire is designed to make it as easy as possible for you to supply this information. Include any comments which you think will be helpful.

This is your opportunity to give Network Headquarters information which will help it to help you. Please check the appropriate answers and return the questionnaire immediately. In order that the answers may be tallied, Network Headquarters would like to have a 100% return by February 1.

Thank you for your cooperation.

Station_____

(date)

1. Please check one of the following statements:

- A. This station is a general educational station and does not do in-school broadcasting._____
- B. This station is a general educational station and does do in-school broadcasting._____
- C. This station does in-school broadcasting only._____
- D. This station does in-school broadcasting primarily and general audience broadcasting secondarily._____
- E. This station places equal emphasis on in-school and general audience broadcasting._____

If none of the above statements seems to fit your view of your operation, please check the statement that seems most apt and use the space below to qualify it.

QUESTIONNAIRE

-2-

2. A) We/ do____/do not____/ publish a program schedule.

B) We publish a program schedule every

month. _____ 3 months. _____ Other: _____

2 months. _____ 6 months. _____

C) We prefer to begin new series

during the first full week of a month. _____

during the first full week of a broadcast season. _____

Other: _____

Makes no difference. _____

Comment, if you wish:

3. If most of the series distributed by the Network during the summer of 1955 and with Issue 33 (the week of August 14), with which Issue would you find it most convenient for most of the series to begin? (Please number in order of preference)

Issue 34 (August 21) _____

Issue 36 (September 4) _____

Issue 35 (August 28) _____

Other: _____

Comment, if you wish:

(1/11/55)

QUESTIONNAIRE

-3-

4. This is the most important part of the questionnaire!

In the space below you will find three examples of how the 52 issues (weeks) of a year might be divided into four broadcast seasons of equal length. The "Typical Dates" given are the release dates during 1955. (The actual dates would vary slightly from year to year.)

"Example A" shows how Network Headquarters divided the year into seasons when mass-duplication was begun two years ago.

"Example B" divides the year so that the third season falls from Issues 23 to 36, when many stations close down for the summer.

"Example C" shows how the year may be divided according to present Network scheduling. This division evolved through the attempt to distribute the maximum amount of Network programs without strict regard to seasons. It may be altered according to your wishes.

"Example D" affords you an opportunity to indicate any other way in which you would prefer the year to be divided into 13-week seasons of equal length.

"Example E" affords you an opportunity to indicate, if you wish, how you would like the year to be divided into broadcast seasons of unequal length. Please number these different examples of broadcast seasons according to your preference.

A) Issues	Typical Dates	B) Issues	Typical Dates
1 - 13	(Jan. 2 - Mar. 27)	49 - 9	(Dec. 5 '54 - Feb. 27)
14 - 26	(April 3 - June 26)	10 - 22	(Mar. 6 - May 29)
27 - 39	(July 17 - Sept. 25)	23 - 35	(June 5 - Aug. 28)
40 - 52	(Oct. 2 - Dec. 25)	36 - 48	(Sept. 4 - Nov. 27)

C) Issues	Typical Dates	D) _____
47 - 7	(Nov. 21 '54 - Feb. 13)	A fourth division of the year
8 - 20	(Feb. 20 - May 15)	into seasons of <u>EQUAL LENGTH</u> :
21 - 33	(May 22 - Aug. 14)	_____
34 - 46	(Aug. 21 - Nov. 20)	_____

E) _____ A division of the year into
seasons of UNEQUAL LENGTH:

- F) _____ We prefer that programs begin
at various times throughout
the season and not all at the
same time at the beginning of
each season.
- G) _____ Makes no difference.

Comment:

QUESTIONNAIRE

-4-

5. We prefer to receive programs of the following lengths from the Network.
(Please number order of preference.)

Quarter-hour	_____	One hour	_____
Half-hour	_____	Other:	_____
Three-quarter hour	_____	Makes no difference	_____

Comment:

6. How many programs of each length would you ideally receive in a weekly shipment of 8 hours of material from Network HQ? (For example, 4 quarter-hour programs, 8 half-hour programs, and 3 one-hour programs might make an ideal shipment of 8 hours of material.)

_____ quarter-hour programs	_____ one-hour programs
_____ half-hour programs	_____ other: _____

Comment:

7. We /can use_____/cannot use_____/ can but prefer not to use_____/ series in which the program lengths are not standard but are regular.
(For instance, a series of programs each 22 minutes long.)

Comment:

(1/11/55)

QUESTIONNAIRE

-5-

8. A) We prefer that most series consist of /13__ /12__ / other: __ /
programs. The number of programs in a series makes no difference. __
- B) We are in favor of the Network distributing some series of /4__ / 5__ /
6__ / other: __ / programs. We are not in favor of short series or
programs. __ Makes no difference. __
- C) We / do __ / do not __ / care for series that run more than 13 programs.
Makes no difference. __

Comment:

9. Check one of these four statements.

- A) We prefer that as many Network series as possible begin with the same issue,
even if this means decreasing the Network output during one to three weeks
at the end of each broadcast season. __
- B) We prefer that the Network maintain as far as possible a fairly steady output
rather than begin as many series as possible with the same issue. __
- C) We prefer that the Network attempt to strike a balance between the two above
choices. __
- D) Makes no difference. __

Comment:

(1/11/55)

QUESTIONNAIRE

-6-

10. We use "one-shot" programs

often. _____

seldom. _____

occasionally. _____

never. _____

11. We prefer that "one-shot" programs be

quarter-hour. _____

full-hour. _____

half-hour. _____

Makes no difference. _____

12. We prefer that each "one-shot" program be offered and sent to us individually. _____

13. We prefer that, when possible, "one-shot" programs be grouped together and sent to us as "pot-pouri" series. _____

Comment:

(signed)

(position)

(1/11/55)

Type Network

NABE Radio Network
14 Gregory Hall
Urbana, Illinois

January 14, 1955

TO:	WGBH	WGBH
	WGBE	WGBE
	WGBS	WGBS
	WGBQ	KABC
	WBA	KHAX
	WBA	KWBC

FROM: John Holt

Re: THE NBC "BICYCLE-LOG" SYSTEM

The above listed stations are the first on the twelve NBC "bicycle-logs." We would like to know if programs from the NBC have been reaching you in time for broadcast according to the schedule.

The first program of the current series should have reached you in time for broadcast October 17 - 23. The thirteenth and last should have arrived in time for broadcast January 9 - 15. Will you please check to see if all programs have been forwarded by January 17 to the second station of your log?

Apparently, there has been a great deal of delay and confusion in some logs of the NBC program distribution system, with the result that some stations are receiving tapes weeks late. And not enough tape has yet been returned to the NBC that a new series can be offered. Any help you can give us in straightening out these difficulties will be appreciated.

JH:jy

NAEB

NATIONAL ASSOCIATION
of
EDUCATIONAL BROADCASTERS

14 Gregory Hall

Urbana, Illinois

TO: NAEB Active Members

March 4, 1955

FROM: Harry J. Skornia *H. J. Skornia*

RE: Radio Network Assessment Fees

IMPORTANT NOTICE

DO NOT DISCARD

Since Radio Network assessments were raised as of July 1, 1954 six Class C stations and one Class B station have discontinued Network service because of increased expense. While this presents no cause for alarm, since Network membership will always vary some from year to year, I believe every member should review the Radio Network picture as well as look toward the future.

By action of NAEB, taken in convention, the Radio Network operation is to become self-supporting as of July 1, 1955. In order to assume full support members will pay according to the new schedule, also approved by convention vote, come July 1.

At that time fees will be as follows: Class A stations (5 kw and over), \$800 (this is the equivalent of slightly less than \$2.00 per program hour); Class B stations (1-4.9 kw), \$500 (the equivalent of less than \$1.25 per program hour); and Class C stations (less than 1 kw), \$300 (the equivalent of less than \$.75 per program hour).

The NAEB has done remarkably well in reaching the goal set at the time the W. K. Kellogg Foundation grant was agreed upon. We must carry on from this point too. I therefore thought it would be helpful, after discussion with President Schooley, if I called attention to earlier decisions made by the NAEB, and to the rate structure which becomes effective July 1.

IF YOU LIVE BEYOND ZONE 3 FROM URBANA, THIS IS OF SPECIAL INTEREST: You will recall that postage reductions for the shipping of tapes to and from educational institutions went into effect about a year and a half ago. These reduced rates, however, did not apply to tapes to stations beyond Zone 3; this rule change in fact resulted in a greatly increased burden to these stations.

It now appears that there is some likelihood, if adequate interest is manifested, that this situation can be corrected. Specifically legislation to be introduced will eliminate the zoning limitations now contained in Public Law 141, approved July 20, 1953, by virtue of which parcel post rates now apply to tapes (though not to films) beyond the third zone. If this proposed legislation is approved, it will mean a saving of as much as \$150.00 to \$200.00 for some of the affected stations.

HJS:jj

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NATIONAL ASSOCIATION
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NATIONAL ASSOCIATION
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14 Gregory Hall

Urbana, Illinois

NFT

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HJS:jj

NAEB Radio Network
14 Gregory Hall
Urbana, Illinois

March 8, 1955

MEMO:
TO: NAEB Radio Network Stations *JH*
FROM: John Holt
RE: Questionnaire on weekly distribution (non-in-school)

We wish to thank those many stations which returned the recently distributed questionnaire on network distribution problems. 54 out of 76 stations (71%) returned the form by the deadline, an unusually heavy -- and gratifying -- response. For the most part, the answers verify what we believed or suspected before, but we now have more definite knowledge of what some of our aims should be.

Such a questionnaire is, of course, necessarily abstract. For instance, the average station would like to receive eight or more quarter-hour programs each week; but whether the Network can distribute that many depends on the number and quality of such programs available. Nevertheless, knowing what is desired, we can do our best to find and supply such programs.

Not every station answered every question, and a few answers had to be "interpreted" to be usable at all. Still we believe that we now have a pretty accurate picture of this aspect of the Network operation. And, while this "study" is quite narrow, in no way academic, and conceived purely as an aid to the Network Headquarters in its work, we are sure you would like to have a look at the results.

JH:jy

SUMMARY OF RESULTS OF QUESTIONNAIRE ON WEEKLY DISTRIBUTION (NON-IN-SCHOOL)

54 out of 76 stations returned the questionnaire, though not every station answered every question.

The question on the types of broadcasting done ("general audience" or "in-school") drew the following answers:

A. This station is a general educational station and does not do in-school broadcasting. 22 stations (40.7% of responding stations)

B. This station is a general educational station and does do in-school broadcasting. 12 stations (22.2%)

C. This station does in-school broadcasting only. 4 stations (7.4%)

D. This station does in-school broadcasting primarily and general audience broadcasting secondarily. 8 stations (14.8%)

E. This station places equal emphasis on in-school and general audience broadcasting. 7 stations (13%)

51 out of 54 stations (94.3%) publish program schedules. 17 (31.5%) publish monthly, 8 (14.8%) quarterly, 7 (13%) each semester or 4 months, 6 (11.1%) bi-monthly, 3 (5.5%) every 6 months, and 1 (1.9%) daily, 1 yearly, 1 bi-weekly, and 1 every 7 weeks.

19 stations (35.2%) prefer to begin new series during the first full week of a broadcast season. 12 (22.2%) during the first full week of a month. To 13 stations (24.1%) it makes no difference.

24 stations (44.4%) prefer that the year to be divided into the four seasons January through March, April - June, July - September, October - December. 12 stations (22.2%) prefer that the seasons be December - February, March - May, June - August, September - November. Among the 12 stations which ranked their preferences, the latter schedule is slightly more preferred. But since the former schedule is preferred by the larger group, the Network will attempt to return to it immediately.

4 stations (7.4%) prefer that series begin at various times throughout the season and not all at the same time at the beginning of each season. 6 stations (11.1%) said that it made no difference to them when series began.

11 stations (20.4%) prefer that as many Network series as possible begin with the same issue, even if this means decreasing the Network output during one to three weeks at the end of each broadcast season. 25 (46.3%) prefer that the Network maintain as far as possible a fairly steady output rather than begin as many series as possible with the same issue. 9 (16.7%) prefer that the Network attempt to strike a balance between these two choices, and 5 (9.3%) said it made no difference to them.

Quarter-hour and half-hour programs are by far the most popular; three-quarter-hour programs are the least popular. To the question: "How many programs of each length would you ideally receive in a weekly shipment of 8 hours of material from Network HQ (For example, 4 quarter-hour programs, 8 half-hour programs, and 3 one-hour programs might make an ideal shipment of 8 hours of material.) Twenty-eight stations replied, and the answers varied greatly. Probably the largest single group liked the proportion given as an example. However, the answers averaged out 9.0 quarter-hour programs, 7.7 half-hours, and 1.9 one-hours. That is, to round off the figures, the answers averaged out 8 or more quarter-hours, 8 or fewer half-hours, and 2 one-hours.

A number of stations made it quite clear that to them the most important dimension of a program is not a time-length, but the quality. Nevertheless, other things being equal, many more quarter-hour programs than we have been able to offer on the Network should be found.

10 stations (18.5%) can use, 6 (11.1%) cannot use, and 36 (66.6%) can but prefer not to use series in which the program lengths are not standard but are regular. (For instance, a series of programs each 22 minutes long.)

30 stations (55.5%) prefer that most series consist of 13 programs. To 12 (22.2%) the number of programs in a series "makes no difference." 18 (33.3%) are in favor of some "short series" (4 to 7 programs), 12 (22.2%) are not in favor of short series, and to 22 (40.7%) the question of short series makes no difference. 20 (37%) do and 8 (14.8%) do not care for series that run more than 13 programs. To 24 (44.4%) the question makes no difference.

22 stations (40.7%) use "one-shot" programs occasionally, 18 (33.3%) use them often, and 11 (20.4%) use them seldom. To 27 stations (50%) the lengths of "one-shots" offered make no difference. 11 (20.4%) prefer quarter-hour and 8 (14.8%) prefer half-hour "single-shots". 31 (57.4%) prefer that each one-shot be offered and sent out individually, 12 (22.2%) prefer that, when possible, one-shots be grouped together and sent out as "pot-pourri" series, and to 8 (14.8%) it makes no difference.

COPY

COPY

March 8, 1955

Rep. Maurice G. Burnside
House of Representatives
Washington, D. C.

Dear Burnie:

You may recall that postage reductions for the shipping of recording tapes to and from educational institutions went into effect about a year and a half ago. These reduced rates, however, did not apply to tapes to stations beyond Zone 3; this rules change, in fact, resulted in a greatly increased burden to the colleges mailing this material.

I understand that legislation will be introduced to eliminate the zoning limitations now contained in Public Law 141, approved July 20, 1953, by virtue of which parcel-post rates now apply to tapes (though not to films) beyond the Third Zone.

Because of the greatly reduced budgets by our Board of Public Works to all the colleges and the University in our State, I would appreciate your help in seeing that the proposed change is approved in Washington. We are faced with more and more demands by the high schools. By placing good educational materials into the hands of our teachers, we can not only help relieve the teacher shortage but can also remove some of the pressures which have been built up in education.

If by chance you happen to return to the Marshall campus, I shall be glad to discuss this in further detail.

With kindest regards,

Raymond D. Cheydleur

RDC:nk

Copied at NAEB Hqs. on Mar. 10, 1955-cr

NAEB Radio Network
14 Gregory Hall
Urbana, Illinois

March 8, 1955

MEMO:

TO: NAEB Radio Network Stations

FROM: John Holt

RE: Questionnaire on weekly distribution (non-in-school)

We wish to thank those many stations which returned the recently distributed questionnaire on network distribution problems. 54 out of 76 stations (71%) returned the form by the deadline, an unusually heavy -- and gratifying -- response. For the most part, the answers verify what we believed or suspected before, but we now have more definite knowledge of what some of our aims should be.

Such a questionnaire is, of course, necessarily abstract. For instance, the average station would like to receive eight or more quarter-hour programs each week; but whether the Network can distribute that many depends on the number and quality of such programs available. Nevertheless, knowing what is desired, we can do our best to find and supply such programs.

Not every station answered every question, and a few answers had to be "interpreted" to be usable at all. Still we believe that we now have a pretty accurate picture of this aspect of the Network operation. And, while this "study" is quite narrow, in no way academic, and conceived purely as an aid to the Network Headquarters in its work, we are sure you would like to have a look at the results.

JH:jy

SUMMARY OF RESULTS OF QUESTIONNAIRE ON WEEKLY DISTRIBUTION (NON-IN-SCHOOL)

54 out of 76 stations returned the questionnaire, though not every station answered every question.

The question on the types of broadcasting done ("general audience" or "in-school") drew the following answers:

A. This station is a general educational station and does not do in-school broadcasting. 22 stations (40.7% of responding stations)

B. This station is a general educational station and does do in-school broadcasting. 12 stations (22.2%)

C. This station does in-school broadcasting only. 4 stations (7.4%)

D. This station does in-school broadcasting primarily and general audience broadcasting secondarily. 8 stations (14.8%)

E. This station places equal emphasis on in-school and general audience broadcasting. 7 stations (13%)

51 out of 54 stations (94.3%) publish program schedules. 17 (31.5%) publish monthly, 8 (14.8%) quarterly, 7 (13%) each semester or 4 months, 6 (11.1%) bi-monthly, 3 (5.5%) every 6 months, and 1 (1.9%) daily, 1 yearly, 1 bi-weekly, and 1 every 7 weeks.

19 stations (35.2%) prefer to begin new series during the first full week of a broadcast season. 12 (22.2%) during the first full week of a month. To 13 stations (24.1%) it makes no difference.

24 stations (44.4%) prefer that the year to be divided into the four seasons January through March, April - June, July - September, October - December. 12 stations (22.2%) prefer that the seasons be December - February, March - May, June - August, September - November. Among the 12 stations which ranked their preferences, the latter schedule is slightly more preferred. But since the former schedule is preferred by the larger group, the Network will attempt to return to it immediately.

4 stations (7.4%) prefer that series begin at various times throughout the season and not all at the same time at the beginning of each season. 6 stations (11.1%) said that it made no difference to them when series began.

11 stations (20.4%) prefer that as many Network series as possible begin with the same issue, even if this means decreasing the Network output during one to three weeks at the end of each broadcast season. 25 (46.3%) prefer that the Network maintain as far as possible a fairly steady output rather than begin as many series as possible with the same issue. 9 (16.7%) prefer that the Network attempt to strike a balance between these two choices, and 5 (9.3%) said it made no difference to them.

Quarter-hour and half-hour programs are by far the most popular; three-quarter-hour programs are the least popular. To the question: "How many programs of each length would you ideally receive in a weekly shipment of 8 hours of material from Network HQ (For example, 4 quarter-hour programs, 8 half-hour programs, and 3 one-hour programs might make an ideal shipment of 8 hours of material.) Twenty-eight stations replied, and the answers varied greatly. Probably the largest single group liked the proportion given as an example. However, the answers averaged out 9.0 quarter-hour programs, 7.7 half-hours, and 1.9 one-hours. That is, to round off the figures, the answers averaged out 8 or more quarter-hours, 8 or fewer half-hours, and 2 one-hours.

A number of stations made it quite clear that to them the most important dimension of a program is not a time-length, but the quality. Nevertheless, other things being equal, many more quarter-hour programs than we have been able to offer on the Network should be found.

10 stations (18.5%) can use, 6 (11.1%) cannot use, and 36 (66.6%) can but prefer not to use series in which the program lengths are not standard but are regular. (For instance, a series of programs each 22 minutes long.)

30 stations (55.5%) prefer that most series consist of 13 programs. To 12 (22.2%) the number of programs in a series "makes no difference." 18 (33.3%) are in favor of some "short series" (4 to 7 programs), 12 (22.2%) are not in favor of short series, and to 22 (40.7%) the question of short series makes no difference. 20 (37%) do and 8 (14.8%) do not care for series that run more than 13 programs. To 24 (44.4%) the question makes no difference.

22 stations (40.7%) use "one-shot" programs occasionally, 18 (33.3%) use them often, and 11 (20.4%) use them seldom. To 27 stations (50%) the lengths of "one-shots" offered make no difference. 11 (20.4%) prefer quarter-hour and 8 (14.8%) prefer half-hour "single-shots". 31 (57.4%) prefer that each one-shot be offered and sent out individually, 12 (22.2%) prefer that, when possible, one-shots be grouped together and sent out as "pot-pourri" series, and to 8 (14.8%) it makes no difference.

3-22-55

MEMO:

TO : ALL NAEB NETWORK STATIONS

FROM: HARRY J. SKORNIA *HJS*

RE : POSTAGE

Dear Member:

Our Association is one of many sponsoring groups interested in S. 1292, which was introduced in the Senate on March 4, 1955, by Senator Olin D. Johnston of South Carolina.

This bill would amend the existing postal legislation to eliminate the zoning rates for the mailing of our tape recordings. As a result, stations located in the states of

Alabama	New York	Pennsylvania
California	New Mexico	South Carolina
Florida	North Carolina	South Dakota
Kansas	North Dakota	Tennessee
Massachusetts	Ohio	Texas
Minnesota	Oregon	Washington
New Jersey	Oklahoma	Puerto Rico

would be materially benefited.

After reading the statement, you may wish to write to your Senators and Congressmen (as individual stations rather than as NAEB) calling their attention to this proposal and urging them to give it their complete support. If you have any questions regarding the effect of the proposed legislation, please feel free to write to us or to our counsel, Cohn and Marks, 317 Cafritz Building, Washington, D.C.

Enclosed is a copy of the Congressional Record of March 4, 1955 containing the speech by Senator Johnston.

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

March 23, 1955

Mr. John Young, Manager
Station WUNC-FM
University of North Carolina
Chapel Hill, North Carolina

Dear John:

Thanks for your comments on the questionnaire on distribution systems. Agreed; that the quarter-hour programs distributed on the Network are the weakest. They are the weakest because they are the hardest to produce; and, because they are the hardest to produce (I mean truly good ones), they are most in demand. We have long known that more quarter-hour programs were desired, because they were so often requested; but, as I pointed out rather forcefully at the Norman, Oklahoma, convention in 1953, we had distributed so few simply because so few passable series in that time segment were submitted. In fact, I said at that time that most of the quarter-hour shows we received were simply bad.

Nevertheless, I think that there may be a number of good quarter-hour shows kicking around that stations will never think of submitting unless it is pointed out to them that other stations are particularly interested in that length and that the Network is looking for them. (Occasionally, we've had a series submitted rather casually, almost apologetically, submitted--and immediately accepted by the committee.)

From time to time we receive letters from various stations and organizations outside of the NAEB which tell us of some series they contemplate producing, and asking if we have any suggestions to make the series more suitable for the Network. In such cases, we can say that our member stations seem to want quarter-hour shows. And now and then we hear of some series of quarter-hour shows which might be of interest to NAEB Radio Network stations, and we can request a submission.

This is about as far as we at Headquarters can go to "find many more quarter-hour programs." After they are submitted, they must be passed on by the Acceptance Subcommittee of the Radio Network Committee. And it may be that any or all of the shorter programs submitted as a result of our encouragement will be rejected--because such programs usually are weak. But since the desire of our member stations for such programs is now explicitly on the record, I don't think we can ignore it. Perhaps we shall not be able to satisfy the desire, but I think we are bound to at least try.

Sincerely,

JH:cr

CC: Executive Director
Associate Director
Radio Network Committee

John Holt
Network Manager

WUNC-FM
Communication Center
University of North Carolina
Chapel Hill

March 15, 1955

Mr. John Holt, Manager
NAEB Radio Network
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear John:

I have just seen the results of the questionnaire on weekly distribution systems for NAEB programs. I think the questionnaire was a fine one and certainly should enable you to meet more fully the preferences of various member stations.

You can well imagine, if you happen to remember my comments on the questionnaire, that we are glad the Network will return to a quarterly schedule based on four seasons, January through March and etc. And I am glad that a number of stations expressed a preference for quality programs regardless of length.

There is only one point of descent that I might raise from the results. That is a pretty strong descent, though. In my opinion the quarter-hour programs on the Network as a group have been clearly the weakest. There are always exceptions, of course, but as I try to think back over the shorter programs I feel they are clearly inferior in quality to the thirty and sixty-minute offerings. I just don't believe many stations thought this through. I do regret the apparent intention to find "many more quarter hour programs" for the Network. Since for the most part our stations are not concerned with commercial commitments, a large number of fifteen-minute programs just doesn't make sense to me.

Again, congratulations for conducting the questionnaire. I think it shows that all things considered, we are a rather orderly lot after all.

Sincerely,

/s/ John
John Young
Manager

Y/tx

Copied at NAEB Hqs. on Mar. 15, 1955-cr

NAEB Radio Network
14 Gregory Hall
Urbana, Illinois

March 25, 1955

TO: In-School Broadcasters, NAEB Radio Network

FROM: John Holt *JH*

Re: 1955 In-School Program Series

Enclosed is information from the Radio Network School Committee concerning the 1955 in-school program series.

The series TIPTOP TWINS (WFBE) and ALPHABET OF SCIENCE (WBAA) are now in distribution.

FRENCH FOR GRADE 3 (KSLH) will be distributed with Issues #20 - 23.

The first semester of JUST WHY STORIES (KSLH) will be distributed with Issues #21 - 23.

The second semester of JUST WHY STORIES and the remaining series will be distributed in the fall, either a few programs of each series every few weeks or one complete series each month, according to the preference of the individual station. You will be given opportunity to select the method distribution you wish when you order.

Order forms will be sent with the in-school program manuals as soon as all manuals are received at the Network Headquarters.

An audition tape for JUST WHY STORIES will be included in your shipment for Issue #16. Audition tapes for BOOKS ON REVIEW and FRENCH FOR GRADE 3 will be included in your shipment for Issue #17. Audition tapes for the remaining series will be included with your shipment for Issue #18.

JH:jy

TO: NAEB Members

FROM: Radio Network School Committee

SUBJECT: Distribution of In-School programs

1. ANNUAL DISTRIBUTION

Programs selected from submissions received by May 1st of each year will be announced at the Fall Convention. Stations will then order the series desired during the month of November. Two methods of distribution will be offered to accommodate member station. Method I will meet the need of those station program directors who wish to audition complete series before scheduling them for school use. Method II will serve those stations who want their school series to accompany the regular NAEB shipments. For an explanation of Method I and Method II see the next page.

2. DISTRIBUTION OF PROGRAMS

The following series will be distributed this spring (1955):

1. Alphabet of Science--27 programs--grades 5-7
2. The Tiptop Twins--28 programs--primary grades, Safety and Health
3. French for Grade 3--Sequel to Visitons Mimi--15 programs (14 plus Christmas extra)
4. Just Why Stories--Semester I-14 programs--Science for Kindergarden

The following series will be distributed either by Method I or Method II beginning in September:

4. Just Why Stories--Semester II--14 programs--Science for Kindergarden
5. Americans to Remember--30 programs--grades 5-9
6. How It Began--15 programs--grades 4-9
7. Books on Review--28 programs--High school and adults
8. Language in Song--16 programs--Junior-Senior High

3. DUB IMMEDIATELY OR REPLACE WITH BLANKS

When NAEB school program tapes come to you by mail, dub your own copies right away and return the tapes; or keep the tapes and return to Headquarters your blank tapes to replace.

4. ASSESSMENT FOR IN-SCHOOL SERVICE

The method of assessment for in-school programs remains unchanged from previous years. Stations that do not receive any Network tape service during the summer will not be charged for in-school programs. Stations that receive Network tape service throughout the year will be charged either a) 25% of their basic assessment for the next year or b) \$2.00 for each reel of in-school programs, whichever is the less expensive. If you have any questions, write to Network Headquarters.

DATE SCHEDULE FOR MAJOR OFFERINGS
Radio Network School Committee
N A E B

PROGRAMS SELECTED AFTER MAY 1, 1955 WILL BE DISTRIBUTED AS BELOW:

Deadline for stations to select/subscribe to offering December 1	Oct. '55	NAEB makes program offering (at Convention)
	Nov.	about October 30
	Dec.	Stations start getting samples of offering November 1
	Jan. '56	
	Feb.	Distribution of offering by Method I (All programs of series 1 - Dec. 10 " " " " 2 - Jan. 10 " " " " 3 - Feb. 10 " " " " 4 - Mar. 10 " " " " 5 - Apr. 10 " " " " 6 - May 10
	Mar.	
	Apr.	
	May	
	June	
	July	
	Aug.	Distribution of offering by Method II (Prog. 1 & 2 of each series - Aug. 15** " 3 & 4 " " " - 2 wks later " 5 & 6 " " " - " " " " 7 & 8 " " " - " " " " 9 & 10 " " " - " " " " 11 & 12 " " " - " " " etc.
	Sept.	
	Oct.	
	Nov.	
	Dec.	
	Jan. '57	
	Feb.	
	Mar.	
	Apr.	
	May	

** Shipped with regular NAEB program offerings, every two weeks

FROM: NAEB Radio Network School Committee

TO: Station managers using school program service

SUBJECT: Manuals for NAEB School Programs

All school program offerings include a teacher's manual or guide sheet with each series. When a sample of a program series in a particular offering is mailed you, it will consist of two sample programs on tape and a manual. The manual is important, too. Do this:

1. SUPPLY TEACHERS WITH MANUALS FOR EACH SERIES.

The Radio Network School Committee advises against the use of NAEB school programs without supplying teachers with manuals or handbooks. This has been done and to the detriment of both the station and the teachers. Consequently, teachers get the wrong impression and are inadequately introduced to the proper use of radio in the classroom. In some cases, as a result, the stations are faced with the job of "re-selling" schools and teachers on the use of school broadcasts.

2. KEEP HANDBOOK OR MANUAL SENT YOU WITH SAMPLE.

After you (the station) have received samples of an NAEB school program offering (two sample programs on tape and a manual for each series) and you have decided to take the series, keep the manual or handbook as your master from which you duplicate needed copies for your use.

NAEB Radio Network
14 Gregory Hall
Urbana, Illinois

MEMO:
TO: In-School Broadcasters
FROM: John Holt
DATE: March 25, 1955

Re: In-School Broadcast Series, 1955

The Network has already offered two 1955 in-school series, ALPHABET OF SCIENCE (S55-1) from WBAA and TIPTOP TWINS (S55-2) from WFBE, which are already in the course of distribution.

Six more series are hereby offered. They are:

- S55-3 FRENCH FOR GRADE 3 (KSLH) - 15 programs (including Christmas special)
- S55-4 JUST WHY STORIES (KSLH) - 28 programs
- S55-5 AMERICANS TO REMEMBER (WNYE) - 30 programs
- S55-6 BOOKS ON REVIEW (KSLH) - 28 programs
- S55-7 HOW IT BEGAN (WNYE) - 15 programs
- S55-8 LANGUAGE IN SONG (WNYE) - 16 programs

An audition tape for JUST WHY STORIES will be included with Issue #16 (April 17). Audition tapes for BOOKS ON REVIEW and FRENCH FOR GRADE 3 will be included with Issue #17 (April 24). Audition tapes for AMERICANS TO REMEMBER, HOW IT BEGAN, and LANGUAGE IN SONG will be included with Issue #18 (May 1). (The tapes should actually arrive at your station about a week before these "release" dates.)

Teacher's manuals for HOW IT BEGAN, AMERICANS TO REMEMBER, LANGUAGE IN SONG, and the first 14 programs each of JUST WHY STORIES and BOOKS ON REVIEW are here included. Manuals for FRENCH FOR GRADE 3 and the remaining 14 programs each for JUST WHY STORIES and BOOKS ON REVIEW will be forwarded to you immediately upon receipt by the Network Headquarters. If there is any chance that you will use an in-school series, PLEASE RETAIN THE MANUAL. Extra copies are NOT available from Headquarters.

FRENCH FOR GRADE 3 and the first 14 programs of JUST WHY STORIES will be distributed a few reels each week during May. The second 14 programs of JUST WHY STORIES will be distributed next fall.

The remaining four series will be distributed next fall. You may elect to receive any of them by either of two methods of distribution.

Method I. All programs in any given series will be sent out in one package. AMERICANS TO REMEMBER will be sent to you with Issue #38 (September 18). BOOKS ON REVIEW will be sent with Issue #41 (October 9). HOW IT BEGAN will be sent with Issue #44 (October 30). LANGUAGE IN SONG will be sent with Issue #47 (November 20). This method of distribution is for those who prefer to receive all the tapes in a series at one time even though it means not broadcasting the series until after next fall.

Method II. AMERICANS TO REMEMBER and BOOKS IN REVIEW will be sent to you at a rate of two programs a week starting with Issue #35 (August 28). HOW IT BEGAN will be sent at a rate of two programs every second week starting with Issue #35 (August 28). LANGUAGE IN SONG will be sent at a rate of two programs every second week starting with Issue #36 (September 4). This method of distribution is for those who wish to broadcast the series next fall.

Indicate on the order forms by which method you wish to receive each series.

The deadline for FRENCH FOR GRADE 3 and JUST WHY STORIES is April 25. The deadline for the other four series is May 30.

Thank you for your attention.

JH:jy

NAEB ORDER FORMS

STATION _____ WISHES TO RECEIVE THE SERIES FRENCH FOR GRADE 3 (ENCORE MIMI,
a sequel to VISITONS MIMI) (S55-3).

(Deadline: April 25, 1955)

(signed)

(position)

3/25/55

STATION _____ WISHES TO RECEIVE THE SERIES JUST WHY STORIES (S55-4).

(Deadline: April 25, 1955)

(signed)

(position)

3/25/55

STATION _____ WISHES TO RECEIVE THE SERIES AMERICANS TO REMEMBER (S55-4).

(Check one:) _____ Please send 2 programs a week beginning with Issue 35

(August 28).

_____ Please send the complete package of 30 programs no later than
Issue 38 (September 18).

Deadline: May 30, 1955)

(signed)

(position)

3/25/55

NAEB ORDER FORMS

STATION _____ WISHES TO RECEIVE THE SERIES BOOKS ON REVIEW (S55-6).

(Check one;) _____ Please send 2 programs a week beginning with Issue 35
(August 28).

_____ Please send the complete package of 28 programs no later than
Issue 41 (October 9).

(Deadline: May 30, 1955)

(signed)

(position)

3/25/55

STATION _____ WISHES TO RECEIVE THE SERIES HOW IT BEGAN (S55-7).

(Check one;) _____ Please send 2 programs every second week beginning with
Issue 35 (August 28).

_____ Please send the complete package of 15 programs no later
than Issue 44 (October 30).

(Deadline: May 30, 1955)

(signed)

(position)

3/25/55

STATION _____ WISHES TO RECEIVE THE SERIES LANGUAGE IN SONG (S55-8).

(Check one;) _____ Please send 2 programs every second week beginning with
Issue 36 (September 4).

_____ Please send the complete package of 16 programs no later
than Issue 47 (November 20).

(Deadline: May 30, 1955)

(signed)

(position)

3/25/55

Noted
4/15/55

MEMO:

TO: All NAEB Radio Network Stations
FROM: Network Headquarters

RE: Special Program--Polio Vaccine Conference (With Issue #18)

We are pleased to announce the distribution--to all stations--of two reels of recorded excerpts from the medical conference, held April 12th at Ann Arbor, at which the evaluated results of the Salk polio vaccine tests were disclosed.

WUOM, Ann Arbor, recorded the entire proceedings and rushed to tapes to Network Headquarters. From the original four-plus hours of recording, we have drawn the opening and concluding remarks of Dr. Thomas Francis, Jr., the opening and concluding remarks of Dr. Jonas Salk and the remarks of Dr. Allen Gregg.

Because of the timeliness and present popular interest of this subject matter, this program should be broadcast quickly. With the addition of live announcing (suggested open and close below), this program is suitable for immediate airing as an hour program.

SUGGESTED OPEN AND CLOSE (Source: WILL, Urbana)

OPEN: (WILL) and the National Association of Educational Broadcasters in cooperation with Radio Station WUOM, Ann Arbor, Michigan.....present recorded excerpts from the medical conference at which the evaluated results of the Salk polio vaccine tests were announced. This conference was held April 12th on the University of Michigan campus at Ann Arbor.

On this broadcast....you'll hear the opening and concluding remarks of Dr. Thomas Francis, head of the evaluation committee....and of Dr. Jonas Salk, who developed the vaccine. Since many of their remarks were of a highly technical nature....some of the material has been deleted. You'll also hear the remarks of Dr. Allen Gregg, Vice-president of the Rockefeller Institute.

And now introducing Dr. Thomas Francis....here is Dr. Allen Gregg.

CI/SE: You just heard Dr. Allen Gregg speaking of the possibilities, probabilities, and certainties of the Salk Polio Vaccine. Dr. Gregg is Vice-president of the Rockefeller Institute.

The preceding program consisted of excerpts from an on-the-spot recording of the medical conference at which the evaluated results of the Salk Polio Vaccine tests were announced. The conference was held April 12th on the University of Michigan campus at Ann Arbor.

This program was presented in cooperation with the National Association of Educational Broadcasters and the University of Michigan Radio Station, WUOM.

Reel 1:

OPEN: You will now here a report...

CLOSE:..Of the reference vaccine.

Reel 2:

OPEN: The question that cannot...

CLOSE: Applause fade out

TIMES:

Reel 1: 29:31

Reel 2: 23:42

TOTAL 53:13

Reels are marked SPECIAL #1 and #2--Please return tapes as soon as possible.

NAEB NETWORK

CUE SHEET

NAEB NETWORK

CUE SHEET

SPRING '55 (Issue #18)
STORIES & STUFF #122—William Tell

Open: Transcribed
Close: This is the NAEB Radio Network
Time: 29:35

TRANS Credited
Beginning

NAEB NETWORK

CUE SHEET

CUE SHEET

SPRING '55 (Issue #18)
CHICAGO ROUNDTABLE #122—Heritage from the East

Open: The University of Chic-go
Close: This is the NAEB Radio Network
Time: 29:11

T R Credited
Beginning

NAEB NETWORK

CUE SHEET

CUE SHEET

SPRING '55 (Issue #18)
CHILDREN'S CIRCLE #96

Open: Theme
Close: This is the NAEB Radio Network
Time: 26:02

TRANS Credited
Beginning

NAEB NETWORK

CUE SHEET

CUE SHEET

SPRING '55 (Issue #18)
AFRICAN ADVENTURE & POETRY IN SONG (On same reel)

Part I AFRICAN #24
Open: The following tape recorded
Close: This is the NAEB Radio Network
Time: 14:43

T R Credited
Beginning

Part II POETRY #10
Open: Poetry in Song
Close: This is the NAEB Radio Network
Time: 13:34

T R Credited
Beginning

NAEB NETWORK

CUE SHEET

CUE SHEET

SPRING '55 (Issue #18)
THEY SHOWED THE WAY #11—Louis Pasteur

Reel 1 Open: They showed the way
Close: at the University of Strasbourg
Reel 2 Open: bridge music
Close: This is the NAEB Radio Network
Time: Reel 1 13:28
Reel 2 29:44

TRANS Credited
Beginning
REC. Credited
End

NAEB NETWORK

CUE SHEET

CUE SHEET

SPRING '55 (Issue #18)
AN ACTOR PRESENTS #11—L'Echange

Reel 1 Open: Theme
Close: Attends, que je me rappelle
Reel 2 Open: Rampant, jusqu'au baul de la
Close: This is the NAEB Radio Network
Time: Reel 1 29:03
Reel 2 27:10

REC. Credited
Beginning

NAEB NETWORK

CUE SHEET

CUE SHEET

SPRING '55 (Issue #18)
FROM FRANCK TO FRANCAIX #11

Reel 1 Open: From Cesar Franck to
Close: Music
Reel 2 Open: We shall close with another
Close: This is the NAEB Radio Network
Time: Reel 1 31:43
Reel 2 26:17

TRANS Credited
Beginning

NAEB NETWORK

CUE SHEET

CUE SHEET

SPRING '55 (Issue #18)
HOW'S THE FAMILY #11

Open: Boy! Emma Lou, your
Close: This is the NAEB Radio Network, THEME.
Time: 29:29

TRANS Credited
Beginning

NAEB NETWORK

CUE SHEET

CUE SHEET

SPRING '55 (Issue #18)
ANCIENT & MODERN FRENCH MUSIC #4--- Jean Joseph Maure

Reel 1 Open: The French Broadcasting System
Close: Music
Reel 2 Open: Music
Close: This is the NAEB Radio Network
Time: Reel 1 30:55
Reel 2 28:24

REC. Credited
Beginning

NAEB NETWORK

CUE SHEET

CUE SHEET

SPRING '55 (Issue #18)
NEWENGLAND ANTHOLOGY #? --Richard Eberhart & Peter Vieriek

Open: The following tape recorded
Close: This is the NAEB Radio Network
Time: 29:32

T R Credited
Beginning

NAEB NETWORK

CUE SHEET

CUE SHEET

SPRING '55 (Issue #18)
INTELLECTUAL ADVENTURE OF ANCIENT MAN #1

Open: The following tape recorded
Close: This is the NAEB Radio Network
Time: 14:40

T R Credited
Beginning

NAEB NETWORK

CUE SHEET

CUE SHEET

SPRING '55 (Issue #18)
THE EGOIST IN TRAGEDY---The Phileteles of Sophocles

Reel 1 Open: The following tape recorded
Close: is not a complete lie.
Reel 2 Open: The cornice is old.
Close: This is the NAEB Network
Time: Reel 1 29:33
Reel 2 28:57

T R Credited
Beginning

NAEB Radio Network
14 Gregory Hall
Urbana, Illinois

May 2, 1955

MEMO:

TO: In-School Program Broadcasters
FROM: Radio Network School Committee (through Network HQ)
RE: Information Needed.

4H

All stations that have used any of the in-school programs offered during the school year 1954-55 are urged to mark the check list below and return it to:

NAEB In-School Program Committee
c/o John Holt
14 Gregory Hall
Urbana, Illinois

by May 10th.

This information is especially important to the selection committee. In some cases additional programs are available in series that have been carried by the Network. Whether the committee should continue to offer these depends upon the reactions of stations that have used them.

Please check appropriate blanks for programs that your station aired this year:

	<u>Satisfactory</u>	<u>Unsatisfactory</u>	<u>Estimated Audience</u> (weekly)	<u>Want More</u>
<u>Let's Find Out</u>	_____	_____	_____	_____
Comment:				
<u>Uncle Dan</u>	_____	_____	_____	_____
Comment:				
<u>Growing Up</u>	_____	_____	_____	_____
Comment:				

	<u>Satisfactory</u>	<u>Unsatisfactory</u>	<u>Estimated Audience</u> <u>(Weekly)</u>	<u>Want More</u>
<u>Distant Lands</u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
Comment:				
<u>Tales From the Four Winds</u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
Comment:				
<u>Know Yourself</u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
Comment:				
<u>Treasure Chest of Poetry</u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
Comment:				
<u>Making Friends with Music</u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
Comment:				
<u>Know Your Neighbor</u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
Comment:				
<u>Then and Now</u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
Comment:				
<u>Meeting the Situation</u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
Comment:				
<u>Safety Sam</u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
Comment:				

	<u>Satisfactory</u>	<u>Unsatisfactory</u>	<u>Estimated Audience</u> (Weekly)	<u>Want More</u>
<u>Old Tales and New</u>	_____	_____	_____	_____
Comment:				
<u>Polly and Puffy</u>	_____	_____	_____	_____
Comment:				
<u>Journeys in Art</u>	_____	_____	_____	_____
Comment:				
<u>Radio Almanac</u>	_____	_____	_____	_____
Comment:				
<u>Voici la France</u>	_____	_____	_____	_____
Comment:				
<u>Story Time</u>	_____	_____	_____	_____
Comment:				
<u>Americans to Remember</u>	_____	_____	_____	_____
Comment:				
<u>Poets' Corner</u>	_____	_____	_____	_____
Comment:				
<u>Visitions Mimi</u>	_____	_____	_____	_____
Comment:				

(Signed)

(Position)

(Station)

The Radio Network School Committee is interested in meeting your specific needs. Please list below subject areas and grade levels in which you find a need for a good series.

(Signed)

(Position)

(Station)

NAEB Tape Network
14 Gregory Hall
Urbana, Illinois

May 24, 1955

MEMO:
TO: Network Members
Officers and Board
FROM: Network Headquarters

Re: Condition of Returned Tape

Lately Network Headquarters has been receiving an increasing number of tape-returns in very bad condition.

In some cases the tape on the reel has been several hundred feet short.

In some cases the tape has been 1200 feet short!

Most tape-returns have been quite good, of course -- full reels of fresh tape with only a few well-made splices or no splices at all.

Some stations even trade tapes, sending new for old, thus helping to keep our mutual stock at a good level of health!

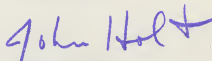
We seem to go through cycles regarding the condition of returned tape. Right now, frankly, we are hitting a low point.

Let's remember -- NAEB Radio Network tapes constitute a mutually held stock of material. It is in constant circulation. Therefore, in the not-very-long run member stations can expect to receive only as good as they return.

We hope that you will call this matter to the attention of the man in your organization who handles tape traffic.

And we thank you for your attention.

Sincerely,



John Holt
Network Manager

JH:jy

MAY 27, 1955

NAEB NETWORK

CUE SHEET

NAEB NETWORK

CUE SHEET

SPRING '55 (Issue #24)

RANDOLPH SINGERS & AMERICAN TRADITION IN ART

Part I RANDOLPH #4

Open: The following tape recorded...

Close: This is the NAEB RADIO NETWORK

Time: 14:29

T R Credited
Beginning

Part II AMERICAN #4

Open: By tape recording...

Close: This is the NAEB RADIO NETWORK

Time: 14:42

T R Credited
Beginning

NAEB NETWORK

CUE SHEET

CUE SHEET

SPRING '55 (Issue #24)

Reel 1 A BOX AT THE PARIS OPERA #4 18th Century

Open: We invite you to join...

Close: Music

Reel 2

Open: Music

Close: This is the NAEB RADIO NETWORK

Time: Reel 1 28:58

Reel 2 27:59

56:17

REC Credited
Beginning & End

NAEB NETWORK

CUE SHEET

CUE SHEET

SPRING '55 (Issue #24)

CURTAIN GOING UP & SCHOOLS TODAY (same reel)

Part I CURTAIN #4

Open: The following is a recorded...

Close: This is the NAEB RADIO NETWORK

Time: 14:39

REC Credited
Beginning

Part II SCHOOLS #4

Open: The following tape recorded

Close: This is the NAEB RADIO NETWORK

Time: 14:29

T R Credited
Beginning

NAEB NETWORK

CUE SHEET

CUE SHEET

SPRING '55 (Issue #24)

REPORT ON EUROPE & THE WANDERING BALLAD SINGER

Part I Report #4

Open: The following tape recorded...

Close: This is the NAEB RADIO NETWORK

Time: 14:27

T R Credited
Beginning

Part II WANDERING #4

Open: Guitar theme

Close: This is the NAEB RADIO NETWORK, Theme fade

Time: 14:30

TRANS Credited
Beginning

NAEB NETWORK

CUE SHEET

CUE SHEET

SPRING '55 (Issue #24)

OTHER PEOPLES BUSINESS #4

Open: Other peoples business...

Close: This is the NAEB RADIO NETWORK

Time: 27:16

T R Credited
Beginning

NAEB NETWORK

NAEB NETWORK		
CUE SHEET		CUE SHEET
SPRING '55 (Issue #24) CHICAGO ROUNDTABLE #128 Where are Tomorrows Scientists?		
Open: The following tape recorded		
Close: This is the NAEB RADIO NETWORK		T R Credited
Time: 29:12		Beginning
NAEB NETWORK		
CUE SHEET		CUE SHEET
SPRING '55 (Issue #24) STORIES 'N STUFF #128 The Sod House		
Open: Transcribed		
Close: This is the NAEB RADIO NETWORK		TRANS Credit
Time: 29:35		Begin & End
NAEB NETWORK		
CUE SHEET		CUE SHEET
SPRING '55 (Issue #24) BRITAIN AND THE TIDE #4		
Open: The following tape recorded...		
Close: This is the NAEB RADIO NETWORK		T R Credited
Time: 29:36		
NAEB NETWORK		
CUE SHEET		CUE SHEET
SPRING '55 (Issue #24) FRANCE SINGS HER STORY #4 Henry the IV		
Open: France sings her story...		
Close: This is the NAEB Radio NETWORK		REC Credited
Time: 29:04		Begin & End
NAEB NETWORK		
CUE SHEET		CUE SHEET
SPRING '55 (Issue 24) ORGAN MUSIC OF THE CENTURY #4		
Open: Alabama College at Montevallo...		
Close: This is the NAEB RADIO NETWORK		REC Credited
Time: 29:50		Beginning & End
NAEB NETWORK		
CUE SHEET		CUE SHEET
SPRING '55 (Issue #24) AFRICAN ADVENTURE #30		
Open: The following tape recorded		
Close: This is the NAEB RADIO NETWORK		T R Credited
Time: 14:36		Beginning
NAEB NETWORK		
CUE SHEET		CUE SHEET
SPRING '55 (Issue #24) ASTRONOMY FOR THE LAYMAN #4 Telescopes & Accessories		
Open: The National Association of...		
Close: This is the NAEB RADIO NETWORK		REC Credited
Time: 29:26		Begin & End
NAEB NETWORK		
CUE SHEET		CUE SHEET
SPRING '55 (Issue #24) CHILDREN'S CIRCLE #102		
Open: Theme		
Close: This is the NAEB RADIO NETWORK		TRANS Credited
Time: 28:51		Beginning

Net Co.

TO: NAEB Officers

FROM: Harry Skornia *H. J. Sk*

DATE: May 6, 1954

Thought you should have a copy of this. Am also requesting summary report on use of KPFA \$30,000.00 grant programs which I'll send soon as available.

C
O
P
Y

May 5, 1954

TO: Mr. Waldo Abbot
Mrs. Camille Halyard
Mr. Northrop Dawson
Mr. Berton Holmberg
Mr. John Holt
Mr. Harry Skornia

FROM: Harold E. Hill

SUBJECT: Report of Acceptance Committee meetings in Columbus

The members of the committee that were present at the IERT Meeting in Columbus, Abbot, Halyard, and Hill, held two meetings (with John Holt) -- the evening of April 9, and the morning of April 10. Several basic problems were discussed and the following decisions reached:

1. Committee members shall report on all audition tapes within two weeks of their receipt from Headquarters. Copies of the reports shall be sent to both Abbot and Holt.
2. At the end of the time limit, the chairman is authorized to make a final decision based on the votes that have been received, so long as at least three votes have been recorded.
3. In case of a tie vote on the acceptance or rejection of any program, the decision shall be made by the chairman.
4. The committee is to consider the feasibility of planning one or more series in the areas in which the network is now weak (for example, drama) and asking certain member stations to produce programs for the series. The various programs, from the various stations, would then be combined into one series. It was felt that this might be advisable in order not to over-burden any one station. The need for a good dramatic series was emphasized.

5. Propaganda programs shall be accepted or rejected on their merits, and no set procedure established to either accept or reject such programs simply because of their type. The committee went on record as not being "afraid of government propaganda."
6. Holt is to write letters, reporting acceptance or rejection, to submitting stations after vote has been reported by chairman.
7. It was decided that program submission forms must be received by the committee before they will attempt to evaluate the program.
8. Decisions on programs of a timely nature will be made by Skornia, Holt and Hill, and will not be submitted to the Acceptance Committee.
9. The committee agreed that timing of shows is of the utmost importance and that submitting stations should be constantly urged to "tailor" their shows properly.
10. It was agreed that one minor change should be made in the submission form, i.e., a place to indicate what brand of recorder was used in recording the program.
11. It was agreed that it would not be feasible to establish absolute standards of acceptance, because it is better to judge each series on its own merits.

The committee then voted on programs on which definite decision was still lacking:

1. The following programs were approved for network distribution:
AIR TRAINING (Air Force program)
ARCHITECTURE (KPFA)
FINGERPRINTS OF MUSIC (WUOM)
SPENCER SNOW SINGS (KMAX)
TOWARD A MORE FRIENDLY WORLD (American Friends Service Committee)
WINDOWS ON THE WORLD (British Information Service)
2. The following programs were rejected:
ON THE DEATH OF MAJOR ARMSTRONG (WGBH)
LA CHAINNE (WNYC)
FAMILY LIVING (WILL)
AMERICAN FAMILY TODAY (WKAR)
GASTRONOMY (KPFA)
DEPARTMENT OF JUSTICE (WCFM)
EVERYBODY'S CHEMISTRY (WFUV)
PRO MUSICA (WNYC)
WASHINGTON BACKGROUND (George Washington U.)
MEET THE COMPOSER (KPFA)
3. Holt is to write letters to those submitting the above programs, informing them of the action taken by the committee.

NAEB NETWORK HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

June 7, 1955

MEMO:

To: Radio Network School Committee

John Henderson
Ola Hiller
J. J. Stillinger
Arlene McKellar
Marguerite Fleming

M. McCabe Day
Marie Scanlon
George Johnson
Vernon Bronson

From: John Holt

John Holt
Re: Handling of School Series Manuals

At Columbus this year we discussed at some length the possibility of re-releasing school program series. The greatest problem involved seemed to be the handling of manuals. It would mean the stock-piling of a great many manuals over a long period of time if any one organization -- such as NAEB Headquarters -- handled it.

Harold Hill and I have thought over and talked over the problem quite a bit. We think that we might be able to handle it.

Each series-contributor would be asked for at least 80 manuals. One hundred might be better. Half of these would be sent out with the offerings, the recipients being warned that if there is the slightest chance that they may use the series, when and if it is again offered, they should put the manual in a permanent file as it probably won't later be available.

The remaining 40 manuals per series we would retain to fill requests after future re-offerings, lost manuals, "we didn't receive one", "please send information", etc., etc. Over five years we would accumulate 1600 manuals maximum. Probably far less. (Actually there are often two manuals to a series, but manuals vary in size; so call it one to a series.) These "extra" manuals would be handled simply by including them on our office "Materials Available" list and files.

I was reluctant to commit us to this without thinking it over and talking to Harold about it -- I think most of you know how carefully we must plan the use of our little space -- but we are willing to try it if you would like us to. Let John Henderson know.

And please let John and me know of any other ideas you may have.

NAEE NETWORK HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

June 7, 1955

MEMO:
To: Stations Receiving FRENCH FOR GRADE 3
From: Network Headquarters

Re: Program #3 of FRENCH FOR GRADE 3

Please note:

THE PROGRAM MARKED #7 ON THE COPIES OF FRENCH FOR GRADE 3
WHICH YOU RECEIVED IS NOT PROGRAM #7.

IT IS THE SPECIAL CHRISTMAS PROGRAM WHICH IS INCLUDED IN
THE SERIES.

TWO MORE REELS IN THIS SERIES WILL BE SENT TO YOU.

ONE WILL HAVE THE ACTUAL PROGRAM #7 PLUS PROGRAM #8.

THE OTHER WILL HAVE THE SPECIAL CHRISTMAS PROGRAM.

When you have received these two reels and erased the
reel you now have which is marked "#7 and 8", you will have a
complete set of tapes of the series FRENCH FOR GRADE 3.

We expect to send the two reels within the next two weeks.

Sincerely,


John Holt

JH:wc

Are YOU A

T A P E - N A P P E R ? ? ?

You are if you've kept more tape network tape than you need!

To rid yourself of this label return ALL tape promptly!

You should never have more than 2½ weeks supply of network tape.

To determine if you are a Tape-napper check below.

Call Letters	Weekly Order	Tapes <u>not</u> Returned	Call Letters	Weekly Order	Tapes <u>not</u> Returned
KANW	2	2	WFPL	12	+64
KBPS	15	80	WGBH	7	39
KCVN	10	43	WGFS	13	41
KDPS	11	10	WGRE	15	30
KFJM	8	16	WHA	15	125
KFKU	12	24	WHPS	13	73
KMUW	15	52	WILL	--	--
KOAC	14	84	WKAR	13	26
KOKH	11	42	WKSU	14	76
KSAC	6	12	WMCR	15	67
KSDS	13	61	WMMI	--	--
KSLH	11	25	WMUA	--	--
KUOM	4	8	WMUB	13	54
KUOW	15	60	WNAD	11	22
KUSC	15	45	WNAS	6	19
KUSD	15	57	WNUR	8	31
KVOF	6	24	WNYC	3	25
KWAR	11	13	WNYE	4	22
KWAX	9	40	WOI	15	28
KWGS	15	47	WOSU	14	47
KWLC	12	29	WOUJ	13	47
KWSC	12	51	WSAJ	4	13
WABE	15	59	WSHS	5	16
WAER	14	58	WSOU	12	95
WAJC	6	44	WSUI	11	44
WBAA	15	30	WTDS	6	8
WBEZ	8	17	WTHS	15	57
WBGD	4	8	WUNC	15	52
WBKY	15	70	WUOA	15	37
WBUR	15	91	WUOM	11	11
WDET	15	47	WUOT	14	58
WDTR	9	18	WUSC	15	40
WDUQ	12	36	WUSV	14	10
WEPS	15	31	WVSH	11	22
WFIU	14	21	WVHI	8	41
WBGU	15	55	WYSN	10	36

The above data was taken on Oct. 31, 1952

Total tape NOT returned 2,658 reels.

*date - unknown - except
during Miles' reign.*

SCHEDULE FOR WEEKLY MAILING OF PACKETS FROM HEADQUARTERS
INCLUDING PROGRAM HELPS

Packet #1 -- Week of May 12

To active and associate members, the following:

AEA folder
Friendship with Switzerland contest announcement
NAEB Constitution
NAEB Tape Network
NAEB descriptive folder

Packet #2 -- Week of May 19 -- Program Helps #1

To active and associate members: titles list.

Packet #3 -- Week of May 26 -- Program Helps #2

To active and associate members: KUSD promotion material
~~*College Courses by TV by Barden~~

Packet #4 -- Week of June 2 -- Program Helps #3

To active members -- Western Reserve TV story, including:
"College Courses by TV" by Barden
"Instruction by TV and Home Study"
Excerpt from Barden's letter -- to be dittoed
Telecourse Procedures I and II -- to be dittoed
Telecourse Syllabus
Telecourse mailing card
Telecourse flyers -- 2 or three

Packet #5 -- Week of June 9

AVID Lowpower FM -- to active and associate members

Packet #6 -- Week of June 16 -- Program Helps #4

To active and associate members -- Merrill's thesis

Packet #7 -- Week of June 23 -- Program Helps #5

WDUQ Promotion -- recipients depending on how many copies we can get
from stencils.

NAEB TAPE NETWORK

Interim Report
Nov., 1952

V. Tape Report (as of Oct. 29, 1952)

ACQUISITIONS

<u>Spring 1951</u>	Inherited from WNYC	300 (Approx)
1951-52	Purchased under regular budget	2088
1951-52	Purchased on memo U. of Ill. Stores	2903
1952-53	Purchased and on hand	<u>328</u>
	Sub Total	5619
1952-53	Requisitioned and Yet to be Delivered	<u>620</u>
	TOTAL	6239

UTILIZATION

800	regular weekly issue 5 week rotation	4,000
	Master File	600
	Old Legs (Pck. 7 & 8)	400
	Special Shows UN Day Herald Tribune Forum	300
	Lost, Broken, etc.	<u>300 - 600</u>
	Total	5,600

Sold
WHA - 175
50
Mayer 200
Wichee 425

500 from Intel.

Lost etc 300/yv
6200
- 600
5600

WHA
WGBH
WUOA
KUSC
WOI
WBAA

WHL
WNYC

① Variety - Send off on Keweenaw

② WNYC Festival 5

Books ↔ 20 or 3rd Wk. Mar

(Mus - Live to wash
(14th yr) 2/12 2/22

A.H.A. - Publ & Authors

10-hrs - 20
10 1/2 hrs. - 10
15 1/4 - 15

45
3500
8400
11900

hael Grant to
Chie Com Stat.
B casting -

200
64000
50
30
1500
3500
2800
2100
8400

500
900
900
1100
100

36

23

7

8

20

19

14

15

36

6

55

6

6

15

36

26

89

35

4

15

7

27

25

28

31

125

47

789

32

8-

6-

17

46

21

21

46

12

12

14

58

16

24

48

85

2

7

6

13

49

58

37

16

655

+

4

1

27

9

7

10

15

12

5

108

15

2

62

17

2

8

11

8

21

28

16

26

8

442

+

4

1

27

9

7

10

15

12

5

108

15

2

62

17

2

8

11

8

21

28

16

26

8

442

Landon

2733

759

655

1414

442

-972

972 owed

27 21 - In 1 - 2 - 3

~~852 - In 1 - 2 - 3~~

4848
750 Per mille
5295

907
3

2721

71
4

284

3

852

972

2721

3693

750

Per mille

4443

4500

4943

400

6200
520

6700

Inter

5343

Ave owe

KANW - Prof out??

KBPS -

7/1

Interlocken + 500

~~old files~~

School programs 500

perm file - 850

~~Bulk tapes to
KFKU
Rollinspark
Others~~

Specials

~~News shows~~

~~HT Forum~~

~~Fire Prevention~~

others

Miss Pugliesi - Rome

Phil

53-1 - 56

-2 - 53

-3 - 78 (X2)

-4 - 70

-5 - 72

-6 - 53

-7 - 54

-8 - 55

-9 - 51

-10 - 65

-11 - 45

-12 - X

64

126

66

907

907

5

4535

6200

500

6700

139 - in School

NAEB RADIO NETWORK
14 Gregory Hall
Urbana, Illinois

OFFERING:

To: All NAEB Radio Network Stations
From: Network Headquarters

OFFERING:

July 12, 1955

Re: REVIEW OF THE BRITISH WEEKLIES

May we again remind you that the BBC produces a quarter-hour REVIEW OF THE BRITISH WEEKLIES which may be of use to you in your international news service. Mr. Seymour N. Siegel, Chairman of our International Relations Committee, informs us that the series will be made available to an additional number of stations.

The tapes will be sent out DIRECTLY FROM NEW YORK by the BBC.

The tapes will be mailed from New York on FRIDAY of each week, and they should be used no later than the following TUESDAY.

If you are not already receiving this series and would like to receive it, please complete and return the form below. Your order for this weekly series will be forwarded to New York, and you will begin to receive the programs without delay.

To: The NAEB Radio Network

PLEASE ARRANGE FOR RADIO STATION _____ TO RECEIVE REVIEW OF THE BRITISH WEEKLIES FROM THE BBC.

(signed)

(position)

(date)

DO NOT NEGLECT TO
FILL IN CALL LETTERS!

7/12/55-cr

July 15, 1955

RECEIVED
NAEB HEADQUARTERS

JUL 18 1955

Mr. Frank E. Schooley
President NAEB
University of Illinois
14 Gregory Hall
Urbana, Illinois

AM PM
7 8 9 10 11 12 1 2 3 4 5 6

Dear Frank:

I am very much in favor of the Schooley-Skornia suggestion proposed in Inquiry No. 3 of 7-11-55.

This proposal, if put into effect for 1955-56, would give school stations a rate reverting approximately to 1953-54 rates. This would not only enable all school stations currently in the network to continue, but might also enable some of those which dropped out for 1954-55 to come back.

Informally or otherwise I support this suggestion as a compromise which tries to protect NAEB from loss and at the same time offers help to member stations that need it.

With regard to other matters mentioned in your communication of July 11, I would say that the President is doing a right smart job.

Have a good time in Virginia.

Sincerely,

JFM:gvg

James F. Macandrew
Director of Broadcasting

Dear Harry:

Regards

Jim

RECEIVED
NAEB HEADQUARTERS

Inquiry #3
7-11-55

JUL 18 1955

AM
7 8 9 10 11 12 1 2 3 4 5 6
PM

TO: NAEB Board

FROM: F. E. Schooley *FES*

RE: Proposed change in Network rates for school-owned-operated stations for NAEB Radio Network program service.

As you know there are strong indications some schools can't and actually won't stand rate increases as per 1955-56. John Henderson's committee has considered and come up with proposal. I'm grateful to John and his committee, but I cannot recommend approval because it cuts income to below-cost basis.

Therefore, Schooley (in consultation with Skornia and Schooley) comes up with suggestion, asks you to react in an informal way to proposal. Stream-lined, it is:

That school-owned-operated stations, wishing In-School Program Service of NAEB Radio Network, be permitted to pay rate one-half that paid by those receiving regular (full) network service except In-School.

For this payment, School Stations will receive In-School programs, plus option to receive one-hour additional programs per week selected from regular Network Service.

The School Station shall also have the option of paying full rate and receive full service.

The above proposal can be made and at the same time provide revenues that will meet the costs involved. It does mean some loss in potential revenue, but probably little because we are going to lose some stations anyhow, unless we can make some adjustment.

FES:wc

*Heartily Concur with
this plan. I believe it will
do the job of retaining a large
number of school stations that
otherwise would drop out.
John W. Wynn*

July 18, 1955

Mr. William C. Harley
Radio Station WHA
University of Wisconsin
Madison, Wisconsin

Dear Bill:

Thanks for yours of 7/13. Committee will meet in Chicago
(Illini Center, La Salle Hotel, Top Floor).

Thanks for all the other fine plans, acts and statements.
Will give Schooley copy of yours and this so he'll see August 2, when
he returns.

Bon voyage--in an ex post facto perspective.

Sincerely,

Harry J. Skornia
Executive Director

HJS:er

CC: Schooley
Hill

yes - to Schooley net
rate proposal

file

PROGRESS REPORT 1

to
Mr. Richard J. Hull
President
N.A.E.B.



Less than a year ago, the NAEB Transcription Network was
just a dream not even in its embryo stage.

Today with over thirty stations throughout the
United States that dream has come true.

The labor pains are over the baby is now eight
months old and doing well!!!

We take you back now to January of 1950

In January of 1950, WNYC auditioned the first program in a new series entitled WE HUMAN BEINGS.

This series, produced by Mr. Parker Wheatley of the Lowell Institute Cooperative Broadcasting Council, met with such enthusiasm by the staff, here at WNYC, that the station's director, Mr. Seymour N. Siegel, recalling some preliminary conversation with Mr. Richard Hull out in Ohio about an educational network, decided to take the initiative and offer this series to a handful of member stations of the National Association of Educational Broadcasters, in cooperation with the Lowell Institute.

This first offering was made in the form of a typewritten letter,
whose contents are reproduced here for posterity

"I am enclosing a copy of seven half-hour programs produced by Parker wheatley, and which may be made available to you beginning the week of March 5th.

They are available on tape at 7-1/2 inches per second.

If you will let me know the exact dates and times that you can schedule the series, I will see to it that the tapes reach you in plenty of time.

This is the first constructive step toward arranging an NAEB Transcription Network, and I hope you will let me know what your decision is without too much delay.

Cordially,

(SIGNED)

Seymour N. Siegel
Director

"

This initial offering resulted in the first Program Schedule of the NAEB TRANSCRIPTION NETWORK - SERIES I - "WE HUMAN BEINGS".

This program schedule, reproduced on the following page, was the first concrete cornerstone in the Network and paved the way for the eventual "coast to coast" hook-up.

PROGRAM SCHEDULE

PROGRAM TITLE	S.M. SIEGEL W N C New York 7	E.O. BURROWS W O M U of Michigan Ann Arbor	BILL HARRY W H A U of Wisconsin Madison	CHRIS MADSON W O I Iowa State Coll Ames, Iowa	GRAYDON AUSMIS W O A U of Alabama University	JIM MILES W B A A Purdue University Lafayette, Ind.	RALPH W. STEETIE W L S U Louisiana State U Baton Rouge	WILBUR E. WELDER K U S C U of Southern Cal Los Angeles	ALLEN MILLER K W S C State Coll of Wash. Pullman	JOHN W. DOWN U of Oklahoma Norman
YOU ARE BORN	2/26 9:00 PM	Redub 3/9 for 4/3 8:00 PM	3/17 4:00 PM	3/25 5:30 PM	4/6 8:30 PM	4/24 8:30 PM	4/21 7:00 PM	5/13 8:30 PM	5/22 7:30 PM	For redub Sakachala to be announced
YOU REACH OUT	3/6	3/16 for 4/10 4/17	3/24	4/1	4/13	4/21	4/28	5/25	5/29	
YOU, BETWEEN TWO WORLDS	3/12	3/23 for 4/17 4/24	3/31	4/8	4/20	4/28	5/5	6/1	6/5	
WANTED: A JOB	3/19	3/30 for 4/24 4/6	4/7	4/15	4/27	5/5	5/12	6/8	6/12	
AS OTHERS SEE THEM	3/26 (FM)	4/6 for 5/1	4/14	4/22	5/4	5/12	5/19	6/15	6/19	
THE MAN WHO DRANK TOO MUCH	4/2	4/13 for 5/8	4/21	4/29	5/11	5/19	5/26	6/22	6/26	
WHO AM I?	4/9	4/20 for 5/15	4/28	5/6	5/18	5/26	6/2	6/29	7/3	

The original ten stations grew to TWELVE . . . and by the time we were ready to make up the Final Program Schedule for Series I - "We Human Beings" - the National Association of Educational Broadcasters Transcription Network boasted of TWENTY stations.

PROGRAM TITLE	S.N. SIEGEL W H T C New York 7	E.G. BURROWS W O M U of Michigan Ann Arbor	BILL HARLEY W H A U of Wisconsin Madison	CHRIS DONALDSON W O I Iowa State Coll Ames	GRAYDON AUSMUS W O A U of Alabama University	JIM MILES W B A A Purdue University Lafayette, Ind.	RALPH W. STEETIE W L S U Louisiana State U Baton Rouge	FRANK E. SCHOOLEY M I L L U of Illinois Urbana	BILL SEIER K U S C U of Southern Cal Los Angeles	ALLEN MILLER K W S C State Coll of Wash Pullman	JOHN W. DUNN W N A D Urbana
YOU ARE BORN	2/26 8:00 pm	redub for 4/3 8:00 pm	3/17 4:00 pm	3/25 5:30 pm	4/6 7:30 pm	4/21 8:30 pm	4/24 7:00 pm	5/1 7:30 pm	5/18 8:30 pm	5/22 7:30 pm	6/6 4:15
YOU REACH OUT	3/5	redub for 4/10	3/24	4/1	4/13	4/28 (redub)	4/28	5/8	5/25	5/29	6/13
YOU: BETWEEN TWO WORLDS	3/12	redub for 4/17	3/31	4/8	4/20	5/5 (redub)	5/5	5/15	6/1	6/5	6/20
ANTED: A JOB	3/19	redub for 4/24	4/7	4/15	4/27	5/12 (redub)	5/12	5/22	6/8	6/12	6/27
3 OTHERS SEE THEM	3/26 (FM)	redub for 5/16	4/14	4/22	5/4	5/19 (redub)	5/29	6/25	6/15	6/19	7/4
HE MAN WHO DRANK TOO MUCH	4/2	redub for 5/8	4/21	4/29	5/11	5/26 (redub)	5/26	6/5	6/22	6/27	7/11
HO AM I?	4/9	redub for 5/29	4/28	5/6	5/18	6/2 (redub)	6/2	6/12	6/29	7/5	7/18
				(C O N T I N U E D)							

MAEB TRANSCRIPTION NETWORK - SERIES 1 - "THE HUMAN BEINGS" - FINAL PROGRAM SCHEDULE

PROGRAM TITLE	KEITH J. NICHOLSON U of South Dakota Vermillion	G.E. ELSTROM W O S U Ohio State U Columbus	MRS. M. LIVINGSTON K C V N College of the Pacific Stockton, California	R.J. COLEMAN W K A R Michigan State Coll East Lansing	LAURENCE MYERS, JR. W A E R Syracuse University Syracuse, N.Y.	ROBERT H. LEE W F I U Indiana University Bloomington	R.C. SETTERBERG W S U I State U of Iowa Iowa City	BURTON PAUL K U O M U of Minnesota Minnneapolis	VERNON MCKAY New Albany City Schools New Albany, Indiana
YOU ARE BORN	6/8 4:30 pm	6/12 1:30 pm	6/22 8:30 pm	7/6 4:00 pm	7/10 6:30 pm	9/8 8:00 pm	9/19 8:30 pm	10/10 1:00 pm	10/18 1:00 pm
YOU REACH OUT	6/15	6/19	6/29	7/13	7/17	9/15	9/26	10/17	10/25
YOU: BETWEEN TWO WORLDS	6/22	6/26	7/6	7/20	7/24	9/22	10/3	10/24	11/1
WANTED: A JOB	6/29	7/3	7/13	7/27	7/31	9/29	10/10	10/31	11/8
AS OTHERS SEE THEM	7/6	7/10	7/20	8/3	8/7	10/6	10/17	11/7	11/15
THE MAN WHO DRANK TOO MUCH	7/13	7/17	7/27	8/10	8/14	10/13	10/24	11/14	11/22
WHO AM I?	7/20	7/24	8/3	8/17	8/21	10/20	10/31	11/21	11/29

We were so pleased with the results of Series I that we immediately embarked on Offering Number Two, which was a follow-up on WE HUMAN BEINGS.

Series II was entitled A LONG LIFE, and, like the first series, was produced by Parker Wheatley of the Lowell Institute Cooperative Broadcasting Council.

The experience we had gained from Series I, combined with some serious thinking, resulted in the hectograph duplicating method for the Offering which is reproduced for you on the following page

OFFICIAL OFFERING
NAEB TRANSCRIPTION NETWORK - SERIES II

"A LONG LIFE"

The Lowell Institute Cooperative Broadcasting Council has a second series of ten (10) half-hour programs entitled "A LONG LIFE", which have been produced by Parker Wheatley, and are of excellent quality.

From the description, which is enclosed, it can be seen that top authorities are behind these programs.

Since the subject matter closely parallels "We Human Beings", WNYC is using "A LONG LIFE" to follow the former, at the same time not allocated to this series.

If you desire to receive this new series, which is available on tape at 7-1/2 inches per second, for broadcast on the same days and times that you have scheduled for "We Human Beings", this will facilitate scheduling and shipment of the tapes.

If you desire to change the day, it is requested that you schedule the program to begin sometime during the week following the termination of "We Human Beings" on your station.

Please notify us without delay of your intentions in this matter. We are receiving requests from other stations, and your immediate attention will make things a whole lot easier.

May we take this opportunity to thank you for your splendid cooperation in connection with the "We Human Beings" series. Our Network is well on its way to becoming a tremendous success, and this is due in no small measure, to our joint endeavors.


(Mrs.) Terry Linder
Co-ordinator

All of the stations, with the exception of two, which carried

Series I . . . also schedule Series II.

A total of eighteen stations.

PROGRAM TITLE	S.M. SIEGEL NEW YORK 7	BILL HARLEY U of Wisconsin Madison	CHRIS DONALDSON W O I Iowa State Coll Ames	GRAYDON RUSINS W O A U of Alabama University	JIM MILES W B A A Purdue U Lafayette, Ind.	RALPH STEETLE W L S U Louisiana State U Baton Rouge	FRANK SCHOOLLEY W I L L U of Illinois Urbana	BILL SEMER K U S C U of Southern Cal Los Angeles	ALLEN MILLER K W S C State Coll of Wash Pullman	JOHN DUNN W M A D U of Oklahoma Norman
CANCER	4/23 9:00 pm	5/5 4:00 pm	5/16 1:00 pm	5/25 7:30 pm	6/2 8:00 pm	6/9 7:00 pm	6/19 7:30 pm	7/6 8:30 pm	7/10 7:30 pm	7/25 4:15 pm
ARTHRITIS	4/30	5/12	5/23	6/1	6/9	6/16	6/26	7/13	7/17	8/1
ACCIDENTS	5/7	5/19	5/20	6/8 8:00 pm	6/16	6/23	7/3	7/20	7/24	8/3
ALCOHOLISM I	5/14	5/26	8/6	8/15	6/23	6/30	7/10	7/27	7/31	8/15
ALCOHOLISM II	5/21	6/2	6/13	6/22	6/30	7/7	7/17	8/3	8/7	8/22
TUBERCULOSIS	5/28	6/9	6/20	6/29	7/7	7/14	7/24	8/10	8/14	8/29
EPILEPSY	6/4	6/16	6/27	7/6	7/14	7/21	7/31	8/17	8/21	9/5
HIGH BLOOD PRESSURE	6/11	6/23	7/4	7/13	7/21	7/28	8/7	8/24	8/28	9/12
PSYCHIATRIC ILLNESS I	6/22	6/30	7/11	7/20	7/28	8/4	8/14	8/31	9/4	9/19
PSYCHIATRIC ILLNESS II	6/29	7/7	7/18	7/27	8/4	8/11	8/21	9/7	9/11	9/26
				(CONTINUED)						

PROGRAM TITLE	G.B. ELSTROM W O S U Ohio State U Columbus	MRS. M. LIVINGSTON K C W Coll of the Pacific Stockton, Cal.	KEITH NIGBERT K U S D U of South Dakota Vermillion	LAWRENCE MYERS, JR. W A B R Syracuse U Syracuse, N.Y.	ROBERT H. LEE W F I U Indiana University Bloomington	R.C. SETTERBERG W S U I State U of Iowa Iowa City	BURTON PAUL K U O M U of Minnesota Minneapolis	VERNON MCROWN W N A S New Albany City Sc. New Albany, Ind.	
CANCER	7/31 1:30 PM	8/10 8:30 PM	8/24 4:30 PM	10/2 7:30 PM	10/25 8:00 PM	11/7 8:30 PM	11/28 1:00 PM	12/6 1:00 PM	
ARTHRITIS	8/7	8/17	8/31	10/9	11/1	11/14	12/5	12/13	
ACCIDENTS	8/14	8/24	9/7	10/16	11/8	11/21	12/12	12/20	
ALCOHOLISM I	8/21	8/31	9/14	10/23	11/15	11/28	12/19	12/27	
ALCOHOLISM II	8/23	9/7	9/21	10/30	11/22	12/5	12/26	1/3	
TUBERCULOSIS	9/4	9/14	9/28	11/6	11/29	12/12	1/2	1/10	
EPILEPSY	9/11	9/21	10/5	11/13	12/6	12/19	1/9	1/17	
HIGH BLOOD PRESSURE	9/18	9/28	10/12	11/20	12/13	12/26	1/16	1/24	
PSYCHIATRIC ILLNESS I	9/25	10/5	not scheduled	11/27	12/20	1/2	1/23	1/31	
PSYCHIATRIC ILLNESS II	10/2	10/12	not scheduled	12/4	12/27	1/9	1/30	2/7	

The initial success of the Network was proved by a six hundred (600) dollar grant from the Cooper Union, in New York.

This grant provided a reservoir of tape with which to continue the operation of the Network and resulted in Series

III - THE COOPER UNION FORUM.

Although there was hesitation on the part of some of the stations, mainly those in the rural, mid-western section, because of the nature and length of this type program, we nevertheless ended up with a total of THIRTEEN stations included on the Final Program Schedule for Series III.

NABE TRANSCRIPTION NETWORK - SERIES III - "GREAT THINGS IN THE GREAT HALL" - FINAL PROGRAM SCHEDULE

	E.G. BURROWS W U O M U of Michigan Ann Arbor	CHRIS DONALDSON W O I Iowa State Coll Ames	BILL HARLEY W H A U of Wisconsin Madison	JIM KILLES W B A A Purdue U Lafayette, Ind.	GRAYDON ARMUS W U O A U of Alabama University	RALPH STEERLE LOUISIANA ST. UNIV. Baton Rouge	FRANK SCHOOLEY W I L L U of Illinois Urbana	BILL SENNER K U S C U of South. Cal. Los Angeles	ALLEN MILLER K W S C St. College of Wash. Pullman	
Program #1	redub for 6/8 1:00 pm	5/22 6/8 8:30 pm	5/30 6/8 3:00 pm	6/7 6/8 8:30 pm	6/13 6/8 7:00 pm	6/21 6/8 7:30 pm	6/25 6/8 2:00 pm	7/3 6/8 8:00 pm	7/8 6/8 8:30 pm	
Program #2	redub for 6/15	5/29	6/6	6/14	6/20	6/28	7/2	7/10	7/15	
Program #3	redub for 6/22	6/5	6/13	6/21	6/27	7/5	7/9	7/17	7/22	(C O N T I N U E D)
Program #4	redub for 6/29	6/12	6/21	6/28	7/4	7/12	7/16	7/24	7/29	
Program #5	redub for 7/6	6/19	6/28	7/5	7/11	7/19	7/23	7/31	8/5	
Program #6	redub for 7/13	6/26	7/4	7/12	7/18	7/26	7/30	8/7	8/12	
Program #7	redub for 7/20	7/3	7/11	7/19	7/25	8/2	8/6	8/15	8/19	
Program #8	redub for 7/27	7/10	7/18	7/26	8/1	8/9	8/13	8/22	8/26	
Program #9	redub for 8/3	7/17	7/25	8/2	8/8	8/16	8/20	8/29	9/2	
Program #10	redub for 8/10	7/24	8/1	8/9	8/15	8/23	8/27	9/5	9/9	
Program #11	redub for 8/17	7/31	8/8	8/16	8/22	8/30	9/3	9/12	9/16	
Program #12	redub for 8/24	8/7	8/15	8/23	8/29	9/6	9/10	9/19	9/23	

MAEB TRANSCRIPTION NETWORK - SERIES III - "GREAT THEMES IN THE GREAT HALL" - FINAL PROGRAM SCHEDULE

Program #1	G.E. ELIS FROM W O S U Ohio State U Columbus	7/22 2:00 PM	8/4 8:00 PM	MRS. M. LIVINGSTON COLL of the Pacific Stockton, Cal.	ROBERT H. LEE W F I U Indiana U Bloomington	9/8 7:30 PM	10/8 7:00 PM	IA. VERNOR MYERS, JR. W A E R Syracuse U Syracuse, N.Y.
Program #2		7/29	8/11			9/15	10/15	
Program #3		8/5	8/18			9/22	10/22	
Program #4		8/12	8/25			9/29	10/29	
Program #5		8/19	9/1			10/6	11/6	
Program #6		8/26	9/8			10/13	11/12	
Program #7		9/2	9/15			10/20	11/19	
Program #8		9/9	9/22			10/27	11/26	
Program #9		9/16	9/29			11/3	12/3	
Program #10		9/23	10/6			11/10	12/10	
Program #11		9/30	10/13			11/17	12/17	
Program #12		10/7	10/20			11/24	12/24	

The fourth series on the Network THE SESQUICENTENNIAL CONCERTS
OF THE UNITED STATES ARMY BAND was scheduled on ELEVEN STATIONS.

PGM #1	BILL HARLEY W H A U of Wisconsin Mad son	E.G. BURROWS W U O M U of Michigan Ann Arbor	GRAYDON ABRAHAM W U O A U of Alabama University	JIM HILES W B A A Purdue U Lafayette, Ind.	FRANK SCHOOLLEY W I L L U of Illinois Urbana	BILL SEMER K U S C U of South. Cal. Los Angeles	ALLEN MILLER K W S C St. Coll of Wash. Pullman	G.B. EILSTROM M O S U Ohio State U Columbus	MRS. M. LIVINGSTON K C O V N Coll of the Pacific Stockton, Cal.	R.J. COLEMAN W K A R Michigan State Coll East Lansing	ROBERT H. LEE W F I U Indiana University Bloomington
PGM #2	5/24 1:30 pm	6/1 1:00 pm	6/14 7:00 pm	6/21 8:20 pm	6/29 2:00 pm	7/8 7:00 pm	7/15 11:00 am	7/23 4:30 pm	8/13 9:00 pm	9/8 2:00 pm	9/8 8:30 pm
PGM #3	5/31	6/8	6/21	6/28	7/6	7/15	7/22	7/30	8/20	9/10	9/15
PGM #4	6/7	6/15	6/28	7/5	7/13	7/22	7/29	8/6	8/27	9/17	9/22
PGM #5	6/14	6/22	7/5	7/12	7/20	7/29	8/5	8/13	9/3	9/24	9/29
PGM #6	6/21	6/29	7/12	7/19	7/27	8/5	8/12	8/20	9/10	10/1	10/6
PGM #7	6/28	7/6	7/19	7/26	8/3	8/12	8/19	8/27	9/17	10/8	10/13
PGM #7	7/5	7/13	7/26	8/2	8/10	8/19	8/26	9/5	9/24	10/15	10/20

With Series V - "MUSIC FOR THE CONNOISSEUR" - we hit upon what we believed to be the most expeditious manner of Offerings.

With the previous four offerings, we found that we had become involved in a vast interchange of correspondence. In some instances there were as many as four letters necessary in order to clear up the schedule of a single station.

Hence there developed the OFFICIAL OFFERING FORM and the DISPOSITION FORM.

These forms have eliminated the necessity for any correspondence with the exception of the initial offering.

Copies of these forms are reproduced, herewith:

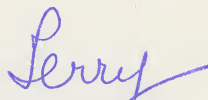
NAEB TRANSCRIPTION NETWORK
OFFICIAL OFFERING

SERIES # _____,

A DESCRIPTION OF WHICH IS ENCLOSED HERewith, CAN BE MADE AVAILABLE
TO YOU FOR BROADCAST DURING THE WEEK BEGINNING _____.

PLEASE FILL IN THE ENCLOSED FORM, AND RETURN IN TO US IMMEDIATELY.

IF WE RECEIVE NO REPLY FROM YOU BY _____, WE WILL
ASSUME THAT YOU ARE NOT INTERESTED IN THIS SERIES, AND SHALL MAKE
UP OUR PROGRAM SCHEDULE ACCORDINGLY.


(Mrs) Terry Linder
co-ordinator

NAEB TRANSCRIPTION NETWORK

DISPOSITION FORM

STATION _____ WILL USE _____
(call letters) (series #) (title)

MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY SUNDAY
(circle one)

STARTING _____
(EXACT date) (EXACT time)

: : WE ARE NOT INTERESTED IN THIS SERIES AT THIS TIME.

SIGNED: _____
(name) (title)

Series V -"MUSIC FOR THE CONNOISSEUR"- is by far the most successful series to date.

It has not received the widest coverage, being carried by fifteen stations, but it has met with the most acclaim.

Because of this success, and because of the demand for a continuation of this series by the stations now carrying it, we are in the process of readying a second thirteen-week series of MUSIC FOR THE CONNOISSEUR.

Program #	Program #1	Program #2	Program #3	Program #4	Program #5	Program #6	Program #7	Program #8	Program #9	Program #10	Program #11	Program #12	Program #13
E.G. BURROWS U of Michigan Ann Arbor	6/22 8:00 pm	6/19	6/26	7/3	7/10	7/17	7/24	7/31	8/7	8/14	8/21	8/28	9/4
BILL HARLEY U of Wisconsin Madison	6/21 1:30 pm	6/26	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13
GRAYDON ARBENS U of Alabama University	7/7 7:30 pm	7/14	7/21	8/4	7/28	7/11	8/18	8/25	9/1	9/8	9/15	9/22	9/29
JIM KITES W B A Purdue University Lafayette, Ind.	7/14 8:30 pm	7/21	7/28	8/4	8/11	8/18	8/25	9/1	9/8	9/15	9/22	9/29	10/6
FRANK SCHOOLEY U of Illinois Urbana	7/21 2:00 pm	7/28	8/4	8/11	8/18	8/25	9/1	9/8	9/15	9/22	9/29	10/6	10/13
BILL SENNER K U S C U of Southern Cal. Los Angeles	8/4 7:00 pm	8/11	8/18	8/25	9/1	9/8	9/15	9/22	9/29	10/6	10/13	10/20	10/27
KIMM MILLER K W S C State Coll of Wash. Pullman	8/18 8:00 pm	8/25	9/1	9/8	9/15	9/22	9/29	10/6	10/13	10/20	10/27	11/3	11/10
G.E. ELISTROM W O S U Ohio State U Columbus	8/21 4:00 pm	8/28	9/4	9/11	9/18	9/25	10/2	10/9	10/16	10/23	10/30	11/6	11/13
RALPH STEETLE W L S U Louisiana State U Baton Rouge	9/13 7:30 pm	9/20	9/27	10/4	10/11	10/18	10/25	11/1	11/8	11/15	11/22	11/29	12/6
R.C. SETTEMBERG State U of Iowa Iowa City	9/22 8:00 pm	9/29	10/6	10/13	10/20	10/27	11/3	11/10	11/17	11/24	12/1	12/8	12/15

(C O N T I N U E D)

		ROBERT H. LEE W F I U Indiana U Bloomington	LAWRENCE MYERS, JR. W A E R Syracuse U Syracuse, N. Y.	MRS. M. LIVINGSTON K C V N College of the Pacific Stockton, Cal.	BURTON PAUL K U O M Un of Minnesota Minneapolis	H. J. COLEMAN W K A R Michigan State Coll East Lansing	
PROGRAM #1	10/3 8:30 am	10/8 6:00 pm	10/19 8:30 pm	10/20 8:30 pm	10/29 4:00 pm		
PROGRAM #2	10/10	10/15	10/26	10/27	11/5		
PROGRAM #3	10/17	10/22	11/2	11/3	11/12		
PROGRAM #4	10/24	10/29	11/9	11/10	11/19		
PROGRAM #5	10/31	11/5	11/16	11/17	11/26		
PROGRAM #6	11/7	11/12	11/23	11/24	12/3		
PROGRAM #7	11/14	11/19	11/30	12/1	12/10		
PROGRAM #8	11/21	11/26	12/7	12/8	12/17		
PROGRAM #9	11/28	12/3	12/14	12/15	12/24		
PROGRAM #10	12/5	12/10	12/21	12/22	12/31		
PROGRAM #11	12/12	12/17	12/28	12/29	1/7		
PROGRAM #12	12/19	12/24	1/4	1/5	1/14		
PROGRAM #13	12/26	12/31		1/12	1/21		

By the time we were ready to offer our sixth series, SIX NEW STATIONS
HAD JOINED THE NETWORK. bringing the total number up to
TWENTY-SIX.

Because of these additional stations, we found ourselves in the position where, were we to offer this new series to all of the stations, the elapsed time would be too great. In other words, we would be offering the program to one station to begin with September, while the last station would not be able to schedule it until the middle of March.

Looking back over our programming experience, we reasoned that it was not feasible to ask any station to program something seven months in advance.

So we did the next best thing.

We offered Series VI - CANADIAN CONCERTS - to thirteen of the twenty-six stations.

With the advent of Series VI - CANADIAN CONCERTS - we added an international flavor to the NAEB Network.

For, as the title indicates, "CANADIAN CONCERTS" was produced in Canada by the Canadian Broadcasting Corporation.

Of the thirteen stations to which this series was offered . . .
ELEVEN have scheduled the programs.

We expect to be able to offer this series to the remaining stations sometime in December.

NABE TRANSCRIPTION NETWORK - SERIES VI - "CANADIAN CONCEPTS" - FINAL PROGRAM SCHEDULE

	SAI GULD W B U R Boston U Boston, Mass.	G.P. ELSTROM W O S U Ohio State U Columbus	ROBERT H. LEE W F I U Indiana U Bloomington	JIM NILES W B A A Purdue U Lafayette, Ind.	JOHN V. TAIBER W H I I Walton Dr. H.S. Muncie, Ind.	E.G. BIRBOWS W O M U of Michigan Ann Arbor	HARRY LAMB W I D S Toledo P.S. Toledo, Ohio	R.J. COLEMAN W K A R Michigan State Coll East Lansing	VALACH GARNBAU W M C R Western Michigan Coll Kalamazoo	BILL HARLEY W H A U of Wisconsin Madison	FRANK SCHOOLEY W I L L U of Illinois Urbana
PCM #1	9/8 12:30 pm	9/17 2:30 pm	9/28 9:00 pm	10/4 8:30 pm	10/10 8:00 pm	10/28 9:30 pm	10/30 2:30 pm	11/3 9:00 pm	11/6 7:30 pm	11/18 8:00 pm	11/23 1:30 pm
PCM #2	9/15	9/24	10/5	10/11	10/17	10/30	11/6	11/10	11/13	11/25	11/30
PCM #3	9/22	10/1	10/12	10/13	10/24	11/6	11/13	11/17	11/20	12/2	12/7
PCM #4	9/29	10/8	10/19	10/25	10/31	11/13	12/20	11/24	11/27	12/9	12/14
PCM #5	10/6	10/15	10/26	11/1	11/7	11/20	11/27	12/1	12/4	12/16	12/21
PCM #6	10/13	10/22	11/2	11/8	11/14	11/27	12/4	12/8	12/11	12/23	12/28
PCM #7	10/20	10/29	11/9	11/15	11/21	12/4	12/11	12/15	12/18	12/30	1/4
PCM #8	10/27	11/5	11/16	11/22	11/28	12/11	12/18	12/22	12/25	1/6	1/11
PCM #9	11/3	11/12	11/23	12/8	12/15	12/28	12/28	12/29	1/1	1/18	1/18
PCM #10	11/10	11/19	11/30	12/6	12/12	12/25	1/1	1/5	1/8	1/20	1/25
PCM #11	11/17	11/26	12/7	12/13	12/19	1/1	1/8	1/12	1/15	1/27	2/1

With Series VII, we felt that we had reached the ultimate goal in adult, literate, mature radio programming.

We had accomplished what many a commercial broadcaster had tried to accomplish.

We had obtained some of the finest of the BBC dramas.

What's more . . . we had gotten permission to offer these recordings to the member stations of NAEB free from all copyright laws and fees.

And so the Offering on Series VII - BBC WORLD THEATRE - was readied.

But here, too, we ran into the problem of a twenty-six week lapse.

So we decided to use the same method for this series as we had for Series VI.

In this case, however, we called upon our limited resources, and decided to make two copies of each of these programs so that we would be able to offer it to all of the stations on the Network.

This we did!

Of the first thirteen stations to which we offered this series
TWELVE have scheduled it.

Of the second thirteen stations, NINE are now planning to carry
the series.

We feel that this batting average is pretty high!

[illegible]

PGM #1	ROBERT H. IRE W F I U Indiana U Bloomington	10/2 7:30 PM	FRANK SCHOOLEY W I L L U of Illinois Urbana	BILL HARVEY W H A U of Wisconsin Madison	MALIA CE GARNEAU W M C B West. Mich. Coll. Kalamazoo	ROBERT COLEMAN W K A R Michigan Sta. Coll East Lansing	E.C. BURROWS W O U N U of Michigan Ann Arbor	H.C. SETTERBERG W S U I State U of Iowa Iowa City	JIM MILES W B A A Purdue U Lafayette, Ind.	G.E. ELIS FROM W O S U Ohio Sta. U. Columbus	PGM #1
PGM #2	10/2 7:30 PM	10/8 2:00 PM	10/18 2:00 PM	10/18 2:00 PM	10/24 6:00 PM	11/3 6:00 PM	11/6 7:50 PM	11/25 2:15 PM	12/2 2:00 PM	12/23 1:30 PM	PGM #2
PGM #3	10/9	10/15	10/25	10/25	10/31	11/10	11/13	12/2	12/9	12/26	PGM #3
PGM #4	10/16	10/22	11/1	11/1	11/6	11/17	11/20	12/9	12/16	1/3	PGM #4
PGM #5	10/23	10/29	11/8	11/8	11/13	11/24	11/27	12/16	12/23	1/13	PGM #5
PGM #6	10/30	11/5	11/15	11/15	11/20	12/1	12/4	12/23	12/30	1/20	PGM #6
PGM #7	11/6	11/12	11/22	11/22	11/27	12/8	12/11	12/30	1/6	1/27	PGM #7
PGM #8	11/13	11/19	11/29	11/29	12/4	12/15	12/18	1/6	1/13	2/3	PGM #8
PGM #9	11/20	11/26	12/6	12/6	12/11	12/22	12/25	1/13	1/20	2/10	PGM #9
PGM #10	11/27	12/3	12/15	12/15	12/18	12/29	1/1	1/20	1/27	2/17	PGM #10
PGM #11	12/4	12/10	12/20	12/20	12/25	1/5	1/8	1/27	2/3	2/24	PGM #11
PGM #12	12/11	12/17	12/27	12/27	1/1	1/12	1/15	2/3	2/10	3/3	PGM #12
PGM #13	12/18	12/24	1/3	1/3	1/8	1/19	1/22	2/10	2/17	3/10	PGM #13
	12/25	12/31	1/10	1/10	1/15	1/26	1/29	2/17	2/24	3/17	

Never before has the NAEB obtained publicity on an international scale, such as represented in LONDON CALLING (circulation hundreds of thousands) in their issue of August 31st.*

* see following page for text of article.

August 31st, 1950

"BBC RADIO DRAMA FOR THE USA"

"The N.A.E.B. (the National Association of Educational Broadcasters), an association linking non-commercial stations throughout the United States, has recently embarked on a new and ambitious development. Following discussions with the University of Illinois last year, they have planned a wide programme of broadcasts which are to be serious in content and high in quality. They will be provided to member stations in the form of recordings and the first series was distributed in February. By May this year thirteen stations were already carrying the programmes, and at least fifteen more were expected to join shortly.

The programmes are distributed through station WNVC, New York, whose director Seymour Siegel, is the moving spirit of the project. Among those already carrying the programmes, in addition to WNVC, are stations in Michigan, Washington, Ohio, California and Louisiana.

A number of series have already been broad-

cast. They have covered scientific, political and artistic topics and have been collected from all kinds of sources.

For their dramatic series N.A.E.B. turned to the BBC, which has contributed thirteen programmes from among the classics of broadcasting in this country. This series will break new ground in a number of ways. For one thing, none of the programmes lasts less than an hour, and some are more than an hour and a half, and it is very rare for a serious programme - even a dramatic one - to run to such length in the United States.

Beginning on July 11, with "The March of the '45", D.G. Bridson's classic dramatisation of the Jacobite rising in Scotland in 1745, the programmes include such major works as "The Dark Tower" by Louis MacNeice and "The Lady's Not for Burning" by Christopher Fry.

N.A.E.B. reports that the BBC series is drawing "tremendous quantities of favourable comment" from their listeners. Later series will be taken from the Canadian Broadcasting Corporation and from the United Nations."

* * * * *

We were so pleased with the results we had achieved with the Network, that we decided to try something a bit more daring.

In co-operation with Mr. George Probst, of the University of Chicago, we embarked on a "dated" series offering of the CHICAGO ROUND TABLE.

Because of the timeliness of this program, it was not possible to offer this series in the same manner as with undated series.

and thus evolved the "DATED LEG" Series.

Instead of offering the individual stations an explicit week for this series, we asked each station TO LET US KNOW WHEN THEY COULD PROGRAM IT.

After the replies had been received, we took a map of the United States, and, after tracing the most direct routes, we set up seven "legs"

Each "leg" was made up of between two and four stations.

George Probst was then given the final schedule. He in turn saw to it that the first station on each "leg" received a tape of the weekly broadcast.

This first station then forwarded the tape on to the next station on the "leg", who in turn forwarded it on to the next station, and so on to the last station on the "leg". This last station then returned the tape to Probst, thereby enabling him to re-use it for the next show.

STATION	LEG I	
	DAY & DATE	TIME
FRANK SCHOOLEY WILL - WIUC U of Illinois Urbana	Wednesday (WILL) Thursday (WIUC)	3:00 p.m. 7:30 p.m.
E.G. BURROWS WUOM U of Michigan Ann Arbor	Wednesday	8:00 p.m.
JIM MILES WBAA Purdue University Lafayette, Ind.	Tuesday	7:00 p.m.
G.E. ELLSTROM WOSU Ohio State U Columbus	Monday	7:00 p.m.

	LEG II	
BILL HARLEY WHA U of Wisconsin Madison	Wednesday, Aug. 23	11:00 a.m.
R.C. SETTERBERG WSUI State U of Iowa Iowa City	Wednesday, Aug. 30	11:15 a.m.
ANDREW J. KOCHMAN, JR. K F J M U of North Dakota Grand Forks	Sunday, Aug. 27	4:30 p.m.

(CONTINUED)

LEG III

<u>STATION</u>	<u>DAY & DATE</u>	<u>TIME</u>
KEITH NICHBERT KUSD U of South Dakota Vermillion	Thursday, Aug 24	4:30 p.m.
JAMES M. MORRIS KOAC Oregon State College Corvallis	Wednesday, Aug 30	4:30 p.m.
BILL SEMER KUSC U of Southern California Los Angeles	Thursday, Sept 7	6:30 p.m.

LEG IV

RALPH STEETLE WLSU Louisiana State U Baton Rouge	Tuesday, Sept 12	7:30 p.m.
ALVIN GAINES WARE Board of Education Atlanta, Georgia	Monday, Oct 2	4:00 p.m.
GRAYDON AUSINUS WUOA U of Alabama University	Thursday, Aug 17	7:30 p.m.

(CONTINUED)

"UNIVERSITY OF CHICAGO ROUNDTABLE" (CONTINUED)

LEG V

<u>STATION</u>	<u>DAY & DATE</u>	<u>TIME</u>
SEYMOUR N. SIEGEL WNYC New York 7	Thursday, Sept 28	8:30 p.m.
SAM B. GOULD WBUR Boston University Boston, Mass	Monday, Oct 2	7:50 p.m.
LAWRENCE MYERS, JR. WAER Syracuse University Syracuse, N. Y.	Sunday, Oct 8	5:00 p.m.

LEG VI

MILFORD C. JENSEN WCAI St. Olaf College Northfield, Minn.	Tuesday, Sept 12	7:00 p.m.
ROBERT H. LEE WFIU Indiana University Bloomington	Monday, Oct 2	7:00 p.m.
WALLACE GARNEAU WMCR Western Michigan College Kalamazoo	Monday, Oct 16	8:00 p.m.

(CONTINUED)

"UNIVERSITY OF CHICAGO-FOUNDABLE" (CONCLUDED)

LEG VII **

<u>STATION</u>	<u>DAY & DATE</u>	<u>TIME</u>
JOHN DUNN WNAD U of Oklahoma Norman	Friday, Aug 25	4:00 p.m.
CHRIS DONALDSON W C I Iowa State College Ames	Tuesday, Sept 19	1:00 p.m.

** NOT SERVICED BY THE UNIVERSITY OF CHICAGO

This series has met with so much success, that we have decided to offer several other "Dated" series in the near future.

As of this writing, there are three new series being offered
and the total number of stations has reached THIRTY-TWO
with more inquiries coming in daily.

All of which makes us just a little proud!!

EVALUATION

CRITIQUE

SERIES I - "WE HUMAN BEINGS"

Scheduled for broadcast on TWENTY stations. Completed on SIXTEEN.

FIFTEEN stations carried all of the programs.

ONE station did not broadcast Program #1 because of a misunderstanding in schedule.

SERIES II - "A LONG LIFE"

Scheduled for broadcast on EIGHTEEN stations. Completed on NINE.

SEVEN stations carried all of the programs.

TWO stations did not broadcast the entire series.

ONE station did not air one program because of a special event commitment.

ONE station did not air three of the programs because of the late arrival of the tapes.

SERIES III - "COOPER UNION"

Scheduled for broadcast on THIRTEEN stations. Completed on NINE.

SIX stations carried all of the programs.

THREE stations did not broadcast the entire series.

TWO stations did not air Program #5 for topical reasons.

TWO stations did not carry the entire series because of the school inter-session.

SERIES IV - "US ARMY BAND"

Scheduled for broadcast on ELEVEN stations. Completed on SIX.

FIVE stations carried all of the programs.

ONE station did not broadcast Program #6 because of late arrival of the tape.

SERIES V - "MUSIC FOR THE CONNOISSEUR"

Scheduled for broadcast on FIFTEEN stations. Completed on ONE.

SERIES VI - "CANADIAN CONCERTS"

Scheduled for broadcast on ELEVEN stations.

SERIES VII - "BBC WORLD THEATRE"
PART I

Scheduled for broadcast on TWELVE stations.

SERIES VII - "BBC WORLD THEATRE"
PART II

Scheduled on NINE stations.

THE FOLLOWING OFFERINGS HAVE BEEN SENT OUT AS OF THIS WRITING:

SERIES VIII AND VIIa - "THE HUMAN ADVENTURE"

SERIES IX - "THE READER'S ALMANAC"

DATED LEG I - "THE UNIVERSITY OF CHICAGO HOUND TABLE" is being carried
at present by TWENTY-ONE stations.

All of the foregoing information is still incomplete, due to the fact that there are still several stations who have not as yet sent in their Report Sheets for several programs.

Which brings us to one of the weaker points in the Network

The co-operation of the stations has been magnificent ... up to a point! That point is ... the Report Sheets.

When we set up the Network, originally, we felt that we needed some method of checking on the status of various programs.

It was at that time that we hit upon the idea for Report Sheets.

We felt that we wanted to make this operation as simple as possible ... one which would require very little in the way of work for the member stations.

So With the Report Sheet, we included a sufficient number of self-addressed, stamped envelopes for their return.

Despite this simplicity, however, we have discovered, much to our dismay, that we were becoming involved in a vast amount of correspondence pertaining to the return of these Sheets.

We are still having a lot of difficulty in getting the co-operation we expected . . . but we hope that this will be ironed out eventually.

You will note that in the Critique, there are several instances where programs have not been broadcast because of the fact that they arrived too late for their scheduled broadcast date.

THIS IS THE MAJOR DIFFICULTY TO DATE.

With the Network growing so rapidly . . . with so many new stations being added each day . . . the time element has become extremely important.

WE URGE ALL STATIONS . . . BOTH OLD AND NEW MEMBERS . . . TO CO-OPERATE WITH EACH OTHER IN THE SHIPPING OF THE TAPES.

ALL TAPES should be sent via FIRST CLASS MAIL. If there are just a few days between stations, they should be sent FIRST CLASS MAIL, SPECIAL DELIVERY . . . and, if necessary . . . depending upon the distance they are to travel . . . they should be sent via AIR MAIL.

We feel that the few extra cents in postage is worth the assurance of a smooth-running Network.

One other difficulty we have encountered is that of the timing on the individual shows.

For the most part, the timing is standard. That is, a half-hour show is timed to 29:30 ... and an hour show is timed to 59:30.

There are instances, however, where the timing may be off.

This is due to the lack of personnel, here at WNYC.

Until this can be ironed out here, we feel that wherever possible, the first station to receive a program should make a note of the timing, cues, etc., as the program is being broadcast. This could then be included with the tape when it is forwarded.

If, as and when the Network is taken over by Illinois, this problem will cease to exist.

Until that time ... we feel that the solution mentioned above will work out to everyone's satisfaction.

M A T E R I A L E V A L U A T I O N

As of this writing, the number of tapes now in circulation is as follows:

<u>SERIES #</u>	<u>NUMBER OF TAPES USED</u>
I	7 *
II	10 *
III	35
IV	7
V	26
VI	11
VII (Part I)	31
VII (Part II)	31
	<hr/>
TOTAL	158 **

* Supplied by Lowell Institute Cooperative Broadcasting Council

** This figure does not include the tapes presently tied-up with Network shows which are being offered as of this writing ... (approximately 15) ... nor those being used for the Chicago Round Table.

CASH CONTRIBUTIONS:

\$600.00
4.00

As a grant from the Cooper Union*
For replacement of tapes used for
University of Chicago Round Table.

TOTAL \$604.00

MATERIAL CONTRIBUTIONS:

TWELVE (12) brand new rolls of tape were contributed
by Messrs. Harry Skornia and Robert Lee
of station WFIU.

* As this is being written, Cooper Union is contributing another \$600.00
grant toward the Network.

THE
END
OF
THE
B E G I N N I N G

prepared by Mrs. Terry Linder, Co-ordinator, NAEB Transcription Network.

TEACHER'S MANUAL

ALPHABET OF SCIENCE

WBAA -- The Purdue University School of the Air

Schedule

FALL TERM 1955

1. What is Science?

METEOROLOGY

2. Zero
3. Torricelli
4. Hygrometer
5. Weather Map

ASTRONOMY

6. Moon
7. Sunspot

CHEMISTRY AND PHYSICS

8. Combination
9. Yellow
10. Ohm
11. Key
12. Ultra-violet

SPRING TERM 1956

PHYSIOLOGY AND HEALTH

13. Lister
14. Pasteurize
15. Antibiotic
16. Joint
17. Voice
18. Ear

GEOLOGY

19. Granite
20. Dirt
21. Xingu
22. Quake

BIOLOGY

23. Bacteria
24. Root
25. Feather
26. Insect
27. Neighbors

ALPHABET OF SCIENCE
1953 - 1954

To the Teacher:

As in the past, Alphabet of Science will utilize the unifying form of an alphabetical science notebook, with a key word for every letter of the alphabet. The series as a whole covers a wide range of scientific information, with three general topic areas each semester. The first semester covers meteorology, astronomy, and chemistry and physics; the second semester includes physiology and health, geology, and biology. The first program, "What is Science?", is designed to give a preliminary look into the range of science, its development in history, and the work and methods of the scientist.

The key figure this year will be "Mr. X". He serves as a narrator, talking directly to the students, and giving background material, explanations, and raising the questions to be considered and answered within each program. He is not necessarily a scientist, but rather a friendly, informal personality embodying the concept of scientific knowledge and investigation. For this reason, he has been given no more specific name than "Mr. X" -- for he typifies the whole range of science, with its searching, experimenting, and unlimited scope of possibilities. As was done last year, dramatized incidents will be used to give greater color and exactness to the portraying of history, discoveries, inventions, and procedures.

The manual is designed to include important facts to be gained from each program, a summary of each topic, suggestions for post-broadcast activities or discussions, and specific source materials for each subject. A complete bibliography is also included. It is hoped that these materials will be helpful to both students and teachers. Any suggestions or criticisms will be greatly appreciated.

Jean Orr

Writer, Alphabet of Science

WHAT IS SCIENCE?

Things to Remember:

1. Science tries to learn the truth.
2. Scientists have made many important discoveries.
3. Many tools help scientists do their work.

Science uses three different ways of learning. It provides a way of discovering new ideas; it also uses a way of thinking which gives correct conclusions from the evidence gathered; and it gives us a large body of organized knowledge gathered and tested by this method. Scientists have made discoveries by watching, testing, experimenting, and measuring. The first and most famous of all scientific experiments was performed by Galileo, an Italian born in the 16th Century. Superstitions are unscientific beliefs people use to explain things which they do not understand.

Things to Do:

1. Make a list of common superstitions. Put opposite them the scientific fact or truth.
2. Read about famous scientific experiments performed by such people as Galileo, Newton, Pasteur, The Curies.
3. Make a list or collect pictures of tools used by scientists.

Sources:

1. Parker - "The Scientist and His Tools"
2. Smith and Jones - Enjoying Modern Science

Program No. 2

ZERO

Things to Remember:

1. Heat is a form of energy.
2. Temperature is a part of weather.
3. A thermometer measures temperature.

Man cannot control the weather, but he can prepare himself for it. Conditions in the atmosphere are the real weather makers. The temperature of the air is one of the important parts of the weather. It is not the same everywhere on earth, because different parts of the earth receive different amounts of radiant energy, or heat, from the sun. A thermometer is used to measure the temperature of the air...How hot it is. Two thermometer scales commonly used are the Fahrenheit and the centigrade scales. A recording thermometer is called a thermograph, and is one of the most important weather instruments.

Things to Do:

1. Melt ice, then boil water until steam is formed. There are three states of matter: solid, liquid, and gas. What does heat do?
2. Use a thermometer to determine boiling and freezing points of water.
3. Keep a daily record of thermometer readings and changes in weather.

Sources:

1. Parker - "Thermometers, Heat, and Cold"
2. Parker - "Ask the Weatherman"
3. Carroll - Understanding our World
4. Carroll - Understanding the Universe

Program No. 3

TORRICELLI

Things to Remember:

1. Air exerts pressure.
2. Air pressure changes slightly from day to day.
3. A barometer measures air pressure.

Air is a substance which occupies space and exerts pressure. At sea level the average pressure is about 15 pounds per square inch. A barometer, an instrument invented by Torricelli, measures the pressure of the atmosphere. Changes in atmospheric pressure accompany or go before changes in weather. A rapidly falling barometer often indicates an approaching storm; a rising barometer may indicate fair weather. Winds are caused by the flowing of air from regions of high pressure to regions of low pressure.

Things to Do:

1. Use a tumbler of water and a piece of paper, inverted, to show that air exerts pressure in holding the paper against the glass.
2. Keep a record of daily barometer readings and note weather changes that follow pressure changes.

Sources:

1. Parker - "Ask the Weatherman"
2. Fletcher - Earth Science
3. Carroll - Understanding our World
4. Carroll - Understanding the Universe

HYGROMETER

Things to Remember:

1. Air contains water, or moisture.
2. Humidity is the moisture of the air.
3. A hygrometer measures humidity.

The air contains moisture. When humidity is mentioned, as in talking about weather, it is usually relative humidity that is meant. Relative humidity is the ratio between the amount of water the air is actually holding at a certain temperature and the amount it could hold at this temperature. It is always expressed in a per cent, as a relative humidity of 70 per cent, which means that the air is holding 70 per cent as much moisture as it can. Warm air can hold more moisture than cold air can. A hygrometer is an instrument used to find the relative humidity of the atmosphere. A recording hygrometer is a hygrograph.

Things to Do:

1. Use two jars of water, one open and one sealed, to show how water evaporates into the air.
2. Note the condensation on a glass of ice water, to see how moisture condenses from the air.
3. Determine relative humidity with a simple wet-and-dry-bulb thermometer.

Sources:

1. Craig - Science for the Elementary School Teacher
2. Carroll - Understanding our World
3. Parker - "Ask the Weatherman"

WEATHER MAP

Things to Remember:

1. Weather is an important part of our lives.
2. Weather forecasting is valuable in many ways.
3. Weather maps help to make forecasting correct.

In almost everything we do, we are better off if we know what the weather is going to be. Weather prediction is so valuable that the United States government spends much money each year to study and forecast the weather. Important weather

factors are air pressure, temperature, precipitation, wind direction and speed, clouds, and fog. Weather maps are one method of studying the weather -- they show the high and low pressure areas all over the country. Other information shown on weather maps includes wind direction, kind of precipitation, and temperature.

Things to Do:

1. Try forecasting the weather in the following ways: guessing, observing clouds, keeping temperature records, using a barometer, studying weather maps.

Sources:

1. Craig - Science for the Elementary School Teacher
2. Carroll - Understanding our World
3. Parker - "Ask the Weatherman"

Program No. 6

MOON

Things to Remember:

1. The moon is the nearest body to the earth.
2. The moon revolves around the earth.
3. The moon causes tides and eclipses.

The moon is the nearest body to the earth -- over 200,000 miles away. The moon revolves around the earth in a little less than a month, always keeping the same side turned toward the earth. There is probably no atmosphere on the moon. Scientists have studied the surface of the moon which is turned toward the earth, and have found that it has many mountain chains and craters. The moon causes an eclipse of the sun when it gets in a line between the sun and the earth. Tides are caused by the sun and moon pulling at the earth.

Things to Do:

1. Use a flashlight and two round objects in a darkened room to demonstrate solar and lunar eclipses.
2. Study photographs of the craters of the moon.
3. Observe the quarters of the moon.

Sources:

1. Parker - "The Sky Above Us"
2. Fletcher - Earth Science
3. Smith and Jones - Enjoying Modern Science
4. Carroll - Understanding our World

SUNSPOT

Things to Remember:

1. The sun is a star.
2. The sun is very, very old.
3. Sunspots are storms, or disturbances on the surface of the sun.

The sun is a star, and stars are suns. The sun is very hot, but it is not burning. The surface of the sun is constantly stirred up, as if by huge hurricanes. Great streamers of gases, called prominences, are shot out from the sun tens of thousands of miles. Observation through a telescope also shows dark spots, called sunspots. Some of these disturbances on the sun are many times larger than the earth. The exact cause of sunspots is unknown. However, there is some relationship between sunspots and magnetic conditions and also the aurora on the earth.

Things to Do:

1. Study photographs of the sun, noting solar prominences and sunspots.
2. If possible, take a trip to an observatory and see sunspots through a telescope.
3. Compare the earth, moon, and sun as members of the solar system.

Sources:

1. Fletcher - Earth Science
2. Smith and Jones - Enjoying Modern Science
3. Carroll - Understanding our World

COMBINATION

Things to Remember:

1. An alloy is a combination of metals.
2. Probably the first alloy made was bronze.
3. New alloys are being made all the time.

An alloy is a metal made of two or more metals closely mixed or combined. Bronze, an alloy of copper and tin, was probably the first alloy made; it was known in prehistoric times. The most important alloys today are those in which large amounts of steel are combined with smaller amounts of different other metals. For instance, chromium added to steel makes the stainless steel used for tableware and kitchen utensils. Scientists are making new alloys all the time, and it may someday be possible to make alloys with almost any characteristics we want a metal to have.

Things to Do:

1. Find out what metals are combined to make the following alloys: bronze, brass, Invar, steel for powerful magnets, solder.
2. Make a collection of common alloys used in objects around the home.

Sources:

1. Craig - Science for the Elementary School Teacher
2. Carroll - Understanding the Universe

Program No. 9

YELLOW

Things to Remember:

1. Color is important to people.
2. Dyes are used to give objects certain colors.
3. Chemicals are used to change color.

Color is important to people, because almost everyone is sensitive to the colors around him, and likes a variety of colors. Chemists have spent much time and money in finding out how to make a variety of attractive colors that will not fade. Dyes are substances used to give objects desired colors which they do not naturally have. An important source of dyes is coal tar, which is made from soft coal. Coal tar can be broken down into different substances, and then treated with chemicals to produce dyes. Dyes of many different colors can be made from coal tar.

Things to Do:

1. Use simple tints or dyes to color cloth samples.
2. Use color-remover or bleach to remove color.
3. Use litmus paper, acids, and alkalis to show chemical changes of color.

Sources:

1. Craig - Science for the Elementary School Teacher
2. Carroll - Understanding the Universe

OHM

Things to Remember:

1. Electric current is a movement of electrons.
2. Electricity flows in a closed circuit.
3. Many scientists have helped in learning how to use electricity.

Electricity has been known for a long time, but not too well understood until fairly recently. Electric current will flow through wires in a closed circuit, as in our homes for electric lights. Electricity flowing through a circuit has three traits: There is a force pushing the electricity (measured in volts), there is a certain amount of electricity being pushed through each minute (the current, measured in amperes), and the circuit offers a resistance to the flow of electricity (measured in ohms). These names are taken from the scientists who helped discover facts about electricity -- the Italian Volta, the Frenchman Ampere, and the German Ohm.

Things to Do:

1. Use a dry cell and a lamp, with a broken circuit, to test materials to see if they are conductors.
2. Make a list of safety rules for working with and using electricity.
3. Find out the difference between parallel and series circuits. Make models.

Sources:

1. Parker - "Electricity"
2. Carroll - Understanding our World
3. Carroll - Understanding the Universe
4. Craig - Science for the Elementary School Teacher

KEY

Things to Remember:

1. Messages can be sent by electricity.
2. Samuel Morse invented the telegraph.
3. The telegraph helped in the development of the United States.

A common means of communication, the telegraph, depends on electricity and electromagnets. The electric circuit is opened and closed by a key, making the clicks which are known as the dots and dashes of the telegraph code. Samuel F. B. Morse invented the telegraph, and the code most used in the United States is called the Morse code. The telegraph helped to make the United States one

country, for it made possible quick communication between all parts of the country. In the same way, the people of different countries were brought closer together when international telegraph was established.

Things to Do:

1. Read about the work of Morse, and of Cyrus Field.
2. Make a model telegraph set to send messages between rooms.

Sources:

1. Craig - Science for the Elementary School Teacher
2. Brauer et al. - Communication
3. Carroll - Understanding our World

Program No. 12

ULTRA-VIOLET

Things to Remember:

1. Ultra-violet rays are invisible light.
2. Sunshine brings health to plants and people.
3. Ultra-violet rays can be dangerous, too.

Beyond the wave lengths of visible light rays, there are wave lengths that we cannot see. They do not affect the eye in the usual way, but they do have a strong chemical activity. Ultra-violet rays are the ones that tan the skin in the summer, and cause the body to store up a necessary substance, sometimes called sunshine vitamin. Too much exposure to these invisible rays, however, can cause severe sunburn; so care should be taken. Ultra-violet rays are also used to sterilize soft-drink bottles, milk bottles, and glassware in restaurants, because the rays will kill many kinds of bacteria.

Things to Do:

1. Find out what other rays are invisible and what they may be used for.
2. Find out why cod-liver oil is often given to children.
3. Study the visible spectrum with a prism.

Sources:

1. Carroll - Understanding our World
2. Carroll - Understanding the Universe

LISTER

Things to Remember:

1. Plant and animal organisms can cause disease.
2. Many scientists worked to fight disease.
3. Lister was the first to use antiseptics in surgery.

Antiseptics of many kinds are in common use today, to fight the tiny plant and animal organisms which cause human diseases. For many centuries men did not understand the nature of disease. Many scientists have helped in the fight for better health -- such man as Leeunhoek, Pasteur, Koch, and Lister. Sir Joseph Lister was an English surgeon who believed that these tiny organisms which caused disease also caused infections in open wounds and after surgery. He was the first to use antiseptics in surgery. Modern clean hospitals were unknown in Lister's day.

Things to Do:

1. Use a microscope or pictures to study disease organisms.
2. Make a list of ways antiseptics are used at home.
3. Study the lives of Koch, Pasteur, Lister, etc.

Sources:

1. Craig - Science for the Elementary School Teacher
2. Kroeber and Wolff - Adventures with Living Things
3. Carroll - Understanding our World

PASTUERIZE

Things to Remember:

1. Milk is an important food.
2. But milk may contain disease-producing bacteria.
3. Pasteurization makes milk safe to use.

Milk is one of our most important foods, but contaminated milk is a cause of human disease. Certain kinds of tuberculosis in people are caused by milk from cows which have had tuberculosis. Most of the milk sold today is pasteurized, for pasteurization kills most of the disease-producing bacteria which may be in the milk, and makes it safe to use. The milk is exposed to a high temperature, usually about 140 degrees F., which destroys the organisms and prevents or slows down fermentation. The process is named after the great French chemist, Louis Pasteur.

Things to Do:

1. Visit a modern dairy and see milk being pasteurized.
2. Find out how other foods are made safe to use.
3. Make a list of dairy products made from milk. What necessary things does milk add to our diet?

Sources:

1. Craig - Science for the Elementary School Teacher
2. Kroeber and Wolff - Adventures with Living Things

ANTIBIOTIC

Things to Remember:

1. Mankind today is healthier than ever before.
2. But many health problems still remain.
3. Antibiotics help control diseases.

In spite of much progress, there are still many problems of health. Doctors hope that someday medicine will be able to wipe out or at least control every disease caused by microorganisms. The antibiotics like penicillin and streptomycin are a big help toward this goal. Antibiotics are chemical agents produced by living organisms, and they are very effective in fighting certain diseases caused by bacteria. Penicillin is obtained from a mold. It was discovered accidentally by an Englishman, Sir Alexander Fleming, who noticed that some bacteria he had been growing had become moldy, and that the bacteria were dead.

Things to Do:

1. Make a list of antibiotics and the diseases they fight.
2. What safety rules should be observed in the use of "wonder drugs"?

Sources:

1. Craig - Science for the Elementary School Teacher

JOINT

Things to Remember:

1. The skeleton is the framework of the body.
2. Muscles pull and let go to move parts of the body.
3. Joints are where bones meet.

Bones and muscles work together to hold the body up. The bones form the skeleton, or framework, of the body. Each is shaped to do its own work, as the skull, ribs, and leg bones. The muscles act with the bones. They pull and let go, moving different parts of the body. For example, one set of muscles pulls the leg bones forward; another set pulls them back. Bone meets bone at the joints. Some joints do not move, such as the joints of the skull. Other parts, like arms, legs, and backbones, have movable joints, either hinge or ball-and-socket type. Ligaments and tendons tie the bones together and tie the ends of muscles to the bones.

Things to Do:

1. Look at bone and muscle cells under a microscope.
2. Study a model or pictures of a skeleton -- note different kinds of joints.
3. Examine tendons in wrist and heel. What do they do?

Sources:

1. Rogers et al. - Man and the Biological World
2. Carroll - Understanding our World

VOICE

Things to Remember:

1. Sound is one form of communication.
2. Our voices are sounds.
3. We use our voices to communicate with others.

Sound is a very common means of communication, and probably the most important sound-producing mechanism is that connected with the human voice. Without speech our lives would be very different. We produce sounds when air from the lungs is blown through a narrow slit between two bands of tissue in the throat. These bands, the vocal cords, are set in vibration. This vibration caused the air

column in the mouth, nose, and upper throat to vibrate. We form different sounds by changing the position of the lips, teeth, and tongue, as we do in speaking.

Things to Do:

1. Listen to a recording of your own voice.
2. Pronounce different syllables, such as AH, AY, AW, OH, and OO. Note changing position of mouth.
3. See if you can find what the difference is between these pairs of sounds:
P and B, T and D, S and Z, K and G. Note what you do when you make these sounds.

Sources:

1. Craig - Science for the Elementary School Teacher
2. Smith and Jones - Enjoying Modern Science
3. Carroll - Understanding the Universe

Program No. 18

EAR

Things to Remember:

1. For sound to have meaning, we must hear it.
2. We have special organs affected by sound.
3. Ears are our sound-receivers.

One of the most important things about sound is that it does something to us so that we hear. The ear is the special organ by which we receive sounds. The outside ear opens into a short tube, which leads to the ear-drum. When sound waves strike the ear-drum, they make it vibrate. This vibration moves a chain of three little bones behind the eardrum, and the chain moves some little tubes containing liquid. In the liquid are the ends of nerves leading to the brain. The moving liquid causes impulses to be sent along the nerves to the brain. When they reach the brain, we hear.

Things to Do:

1. Find out what hearing tests are and why they are important.
2. What can be done to help people who are partly or wholly deaf?
3. Study models or pictures of the ear.

Sources:

1. Craig - Science for the Elementary School Teacher
2. Smith and Jones - Enjoying Modern Science
3. Carroll - Understanding the Universe

GRANITE

Things to Remember:

1. Rocks are made up of minerals.
2. There are three groups of rocks: igneous, sedimentary, and metamorphic.
3. Granite is a common igneous rock.

The outer surface of the earth is made up of rocks and soils, formed in different ways over long periods of time. Rocks are made of minerals, generally a mixture of many minerals. Igneous rocks are those formed from molten rock, such as basalt and granite. Sedimentary rocks are made of sediments which have been pressed together and hardened. Examples of sedimentary rocks are limestone, sandstone, and shale. Metamorphic rocks are those changed from igneous or sedimentary rocks by heat and pressure. They include such rocks as quartzite, slate, and marble.

Things to Do:

1. Make a collection or demonstration table of rock samples -- arrange according to the three main rock groups.
2. Crack rocks and observe the crystals.

Sources:

1. Croneis and Krumbein - Down to Earth
2. Finch et al. - The Earth and its Resources
3. Fletcher - Earth Science
4. Carroll - Understanding the Universe

DIRT

Things to Remember:

1. Soil is made from rock.
2. Weathering breaks down rocks into soil.
3. Soil is very important to the life of man.

Soil is one of man's most important natural resources. It is necessary for the existence of plants, and all animals depend directly or indirectly on plants for food. Soil is formed by the decay of rock. "Weathering" is the breaking down of rocks into smaller bits and finally into soil. Weathering is largely the work of the atmosphere, since it contains the gases and water which do the weathering. Weathering is either chemical or mechanical. New soil is constantly being formed.

It must be cared for, or erosion will wear it away. Both weathering and erosion have been going on for millions of years.

Things to Do:

1. Look for signs of rock weathering at the base of cliffs or the top of quarries or excavations.
2. Learn how buildings and other structures are protected from weathering.
3. Find out about soil conservation.

Sources:

1. Parker - Soil
2. Croneis and Krumbein - Down to Earth
3. Finch et al. - The Earth and its Resources
4. Fletcher - Earth Science
5. Carroll - Understanding the Universe

Things to Remember:

1. The water of the earth is in many places.
2. Rivers are an important part of the water system.
3. Running water can do many things.

Oceans, lakes, streams, the water within the earth and the water in the atmosphere make up the liquid part of the earth, called the hydrosphere. The rivers and streams are important parts of this great water system. Rivers cut valleys in the earth, erode rocks and soil, deposit material in deltas and over flooded areas, and irrigate the land. They provide water power and a means of transportation, and homes for many living things. The Xingu is a long river in central Brazil, which flows north into the Amazon, about 1,300 miles.

Things to Do:

1. Locate rivers on maps, and see in what direction they flow.
Why? Find such rivers as the Amazon, Xingu, Mississippi, Nile, Danube, Volga.
2. Visit a stream or river and find evidences of erosion.
3. Find out why many towns and cities are located on rivers. How do the rivers affect the lives of the people?

Sources:

1. Fletcher - Earth Science
2. Buss - Streams and their Valleys
3. Croneis and Krumbein - Down to Earth
4. Finch et al. - The Earth and its Resources

Program No. 22

QUAKE

Things to Remember:

1. Earthquakes are vibrations in the earth.
2. They are caused by sudden movements of the earth's crust.
3. Earthquakes are one kind of mountain-making forces.

Earthquakes are closely connected with mountain-making forces, and usually happen in regions of unrest in the crust of the earth. Sudden movements of the crust cause tremors, or vibrations, which can be felt hundreds of miles away and sometimes do great damage. The greatest number of earthquakes are caused by sudden slipping between two rock surfaces (a fault plane). Other causes of earthquakes are volcanoes, landslides, and the falling in of cavern roofs. A very disastrous earthquake happened in San Francisco in 1906.

Things to Do:

1. Study the value of earthquakes. In what ways are they harmful? Are they of any use?
2. Locate on maps the earthquake areas of the earth.
3. How do earthquakes change the earth? How do they make mountains?

Sources:

1. Fletcher - Earth Science
2. Mundt - Earth Tremors
3. Croneis and Krumbein - Down to Earth

BACTERIA

Things to Remember:

1. Bacteria are very tiny plants.
2. They have only one cell.
3. Some bacteria are helpful; others are harmful.

Bacteria are simple one-celled plants, very tiny and primitive. They are of three general shapes: spherical, rod-shaped, or spiral. They have no tissues or organs. Some bacteria are very helpful. They enrich the soil by causing dead leaves and other organic matter to decay. In this way many materials are returned to the soil to be used as food by later plants. Bacteria also replenish the nitrogen supply in the soil, which plants need. However, some bacteria are very harmful in causing many diseases. Scientists work to learn how to kill or control these kinds of bacteria.

Things to Do:

1. Wash the soil from the roots of an alfalfa or clover plant and see the nodules. What are they?
2. Look through a microscope or at enlarged pictures of various kinds of bacteria.
3. Make lists of ways in which bacteria are helpful; harmful.

Sources:

1. Craig - Science for the Elementary School Teacher.
2. Kroeber and Wolff - Adventures with Living things
3. Carroll - Understanding the Universe

ROOT

Things to Remember:

1. A root is an underground part of a plant.
2. Roots carry minerals and water to the plant.
3. Some plants store food in their roots.

Many plants have roots which grow underground and help the plant in different ways. The roots carry minerals and water from the soil to other parts of the plant. Water is absorbed through very fine root hairs, each of which has a root cap at its growing point. This cap protects the root as it grows through the

soil. Many vegetable plants are used by people because of the large amounts of food materials which are stored in their roots. These food material are mostly starches and sugars. Plants whose roots form part of our food supply include sweet potatoes, beets, carrots, radishes, parsnips, and turnips.

Things to Do:

1. Develop plants from roots by planting carrots so that the top of the root is just beneath the soil. After the plant has grown for a time, pull it out and note the changes that have taken place in the root.
2. Use the iodine test to see whether or not starch is present in such roots as radishes, carrots, and parsnips.

Sources:

1. Kroeber and Wolff - Adventures with Living Things
2. Rogers et al. - Man and the Biological World
3. Carroll - Understanding our World
4. Carroll - Understanding the Universe

Things to Remember:

1. Birds are the only animals which have feathers.
2. Feathers help the birds in many ways.
3. Birds have three different kinds of feathers.

Birds are the only animals which have feathers, and can thus easily be recognized. There are three general kinds of feathers. The large feathers which determine the contour of the body are called contour feathers. Down feathers are soft feathers beneath the contour feathers, and form a covering to hold in the body heat of the bird. The third kind are the filoplumes, which have a slender shaft and are arranged in definite areas in the skin of the bird. Feathers are important for flight and thus for migration. They are also waterproof, and keep the body of the bird dry, and protect the bird against cold temperatures.

Things to Do:

1. Study different kinds of feathers, and locate the following parts: quill, vane, shaft, barbs, and barbules. Use of a magnifying glass will help.

Sources:

1. Craig - Science for the Elementary School Teacher

INSECT

Things to Remember:

1. There are many different kinds of insects.
2. Some insects go through four different stages of life.
3. Some insects are helpful; others are harmful.

There are many, many kinds of insects. Insects have three distinct body parts -- head, thorax, and abdomen -- and most adult insects have one or two pairs of wings. Many insects go through metamorphosis -- four distinct stages of development: egg, larva, pupa, and adult. Larvae are called caterpillars, maggots, and grubs. Some insects spend part of their life cycle in water. Insects such as bees, ants, wasps, and termites have a very complicated social organization. Some insects, like bees, are helpful in the pollination of plants; others are harmful in the destruction they cause, as parasites, and in carrying disease.

Things to Do:

1. Make a study of an insect society, such as ants or bees.
2. Collect samples of the different stages of insect life -- eggs, larvae, pupae, and adults. Examine under a magnifying glass.
3. Find out how environmental factors affect the metamorphosis of insects.

Sources:

1. Craig - Science for the Elementary School Teachers
2. Duncan - Insects as Enemies and Benefactors of Man
3. Carroll - Understanding our World

NEIGHBORS

Things to Remember:

1. Many animals are social.
2. Members of a society work together for the group.
3. Man is a social animal.

Many animals associate closely with members of their own species, living and working together. Insects have a very complex social life, each member having his own job to do for the group. Some animals, like the coral, live in colonies.

The lowest form of social life among animals is gregariousness, when animals simply gather in herds or packs for protection or to use a common food supply. Man is a social animal with a quite highly organized society. True members of a society live and work not only for themselves, but for the welfare of the others and of the group as a whole.

Things to Do:

1. Study the colonial structure of a piece of coral.
2. Review insect societies and note the division of labor.
3. How can social living be helpful to animals? How might it be harmful?
4. In what ways is man's social living successful? Unsuccessful?

Sources:

1. Craig - Science for the Elementary School Teacher
2. Carroll - Understanding our World

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 - Parker - "Electricity", 1950
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Copied NAEB Hq.

3/3/55

JH:jy

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

TO: NAEBer, School Stations

FROM: Frank E. Schooley



DATE: August 3, 1955

RE: NAEB Radio Network service fees.

Many of you asked for the Board to consider revision of service fees charged school stations for the NAEB Radio Network services. In turn, John Henderson's School Acceptance Sub-Committee of the Radio Network Committee made a study and recommendation which would have eased the pressure somewhat. I'm grateful to John and his Committee, but in studying the proposal saw some loopholes, which might have meant operations of the Network at a loss. I mention this as tribute to John's Committee for its willingness to work in an area in which it had not been charged with responsibility. When I say I'm grateful, I sincerely mean it.

This led to a further study and consideration by Skornia, Hill, and Schooley. We came up with an alternative proposal, and we believe it can be made to work (1) to benefit of all school stations and (2) still maintain income from school stations to meet costs.

Will you give it your thoughtful consideration, and then let me know your reactions. If you - that's most of you - think it is a reasonable solution, we'll get it approved by the Board, and we'll make it effective this year. If you've already paid this year, we'll give you a credit or refund, whichever you elect. Here is the proposal, in stream-lined version:

That school-owned-operated stations, wishing In-School Program Service of NAEB Radio Network, be permitted to pay rate one-half that paid by those receiving regular (full) network service except In-School.

For this payment, School Stations will receive In-School programs, plus option to receive one-hour additional programs per week selected from regular Network Service.

The School Station shall also have the option of paying full rate and receive full service.

The Board has already considered this informally, and unanimously agrees that we should try the proposal. But the Board has not formally voted, pending word from members using the School Service on School Stations. This will not apply to school programs used by College or University stations. Now, what do you think?

FES:jj

Handwritten signature/initials

Item No. 5
8-10-55

TO: NAEB BOARD OF DIRECTORS
FROM: Frank E. Schooley *F. E. Schooley*
RE: Proposed new NAEB Radio Network fee structure for school stations

Earlier, I took "straw vote" on our proposal to make some changes in service fees and services for NAEB school stations. I have had all of your favorable reactions, and I've had some favorable reactions from some of the school stations. I therefore, now, recommend approval, and ask for your vote.

In brief, the proposal:

That school-owned stations, wishing In-School Program Service of the NAEB Radio Network, be permitted to pay rate one-half that paid by those receiving regular (full) network service except in-school service.

For this payment, School Station will receive the in-school programs, plus option to receive one-hour additional programs per week (non-cumulative) selected from regular Network service.

The School Station shall also have the option of paying the full rate and of receiving full service, i.e., but if it elects regular service plus in-school programs, it would pay $5/4$, just as all NAEB Radio Network members.

I recommend approval.

FES:wc
cc: Cohn & Marks

Network File

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

August 15, 1955

MEMO:

TO: Station Managers, KVCR, WBKY, WEPS,

WFSU, WGPS, WIAN

FROM: John Holt *JH*

Re: ORDERS FOR BBC PROGRAMS

The BBC informs us that it has not as yet received the signed "conditions forms" from the above listed stations, which have ordered BBC programs. As the NAEB is authorized to distribute these programs only to those stations which have signed and returned the forms to the BBC New York office, we urge you to do so in order that we may fill your orders.

If you have overlooked, lost, or not received the "conditions forms," please write to the BBC for copies immediately. The address is:

The British Broadcasting Corporation
630 Fifth Avenue
New York 20, New York

Thank you for your attention.

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

August 15, 1955

MEMO:

TO: Station Managers, KANW, KDPS, KSAC, KUOH, KVOP, WEGO, WFBE, WGVE,
WIPR, WKSU, WLSU, WHAS, WNYE, WSHS, WSOU, WVSH, WWHI

FROM: John Holt

9H

Re: ORDERS FOR BBC PROGRAMS

We would like to remind the above listed stations that if they intend to order BBC programs from the NAEB Radio Network it will be necessary for them to return completed "conditions forms" to the BBC New York office before such programs can be distributed to them. The NAEB is authorized to distribute these programs only to those stations which have completed and returned the forms.

If you have overlooked, lost, or not received the forms, and think that you may wish to order BBC programs from the NAEB, please write to the BBC for forms at your earliest convenience. The address is:

The British Broadcasting Corporation
630 Fifth Avenue
New York 20, New York

Thank you for your attention.

NAEB Radio Network
14 Gregory Hall
Urbana, Illinois

August 23, 1955

MEMO:

TO: Network Members
Station Engineers

FROM: Network Headquarters

Re: Poorly spliced tapes

A close inspection of Network tape-returns has revealed an alarming number of poorly spliced tapes. Some tapes are spliced by winding transparent tape completely around the tape, covering the oxide layer. We find some of this type by candling the tapes or we hear the interrupted signal when we monitor duplicates. Other tapes are found spliced with gummy electrical tape or over-size transparent tape. We catch some of these when they stick to the duplicator recording heads and break. The most prevalent type of bad splice is where the ends of the tapes are not closely joined before splicing or they pull apart after splicing, leaving exposed adhesive, even though good splicing tape is used.

We've found it necessary to check each tape returned individually and have hired a new person just for that purpose. We're finding many of the bad splices, but we can't check each tape inch by inch, and many bad splices are slipping past us. We need your help.

We use the splicing method outlined below. If you will call this method to the attention of the people who handle your tape splicing, perhaps we can alleviate this problem. We are not attempting to dictate the methods Network members use when splicing magnetic tape. All we are interested in is a good splice. This will enable us to operate at higher efficiency and will result in the circulation of better tapes which are less apt to skip or break during a program. Now for the methods.

Make sure the ends of the recording tape are rigid to prevent displacement while splicing. We use a splicing block, an Edi-tall splicing block or equivalent. If it's a blank tape, we overlap the tape ends to enable easy cutting and true alignment of both tape ends. Of course, no cutting should be done if a break in a program tape is being repaired. The tape is cut in the diagonal ridge of the splicing block. Then we make sure the tape ends are still butted and in alignment.

A piece of splicing tape $3/4$ inch or less in length is centered over the butted ends. After firmly pressing the splicing tape into position on the "shiny", acetate side of the recording tape, we rub the splicing tape firmly with the fin-ger-nail to press out air bubbles. We use Scotch #41 splicing tape $7/32$ " wide which comes in 66 foot rolls. Naturally, other comparable splicing tape is equally satisfactory.

An alternate method is to use a wider ($1/2$ ") splicing tape. If this method is used, the splicing tape should be placed diagonally across the tape and applied the same way. The excess splicing tape should be trimmed FLUSH with the edges of the recording tape, making sure no adhesive is left exposed.

Thank you for helping us keep our tape in good condition.

NAEB Radio Network
14 Gregory Hall
Urbana, Illinois

August 23, 1955

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Thank you for helping us keep our tape in good condition.

FES

NAEB BOARD BALLOT - Item No. 5

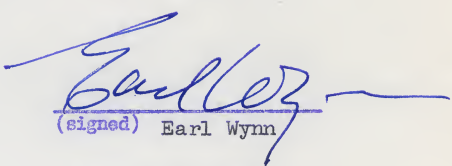
RECEIVED
NAEB HEADQUARTERS

AUG 22 1955

AM
7 8 9 10 11 12 1 2 3 4 5 6 PM

TO: NAEB HEADQUARTERS
FROM:
RE: Proposed new NAEB Network fee structure for school stations

I vote (yes) ~~(xxx)~~ on Item No. 5 - proposal for new fee structure
for school stations taking NAEB Radio Network Service, as
per Item 5, dated 8-10-55.


(signed) Earl Wynn

August 18, 1955
(date)

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

TO: All School Stations

FROM: Network Headquarters, H. J. Skornia

H. J. Skornia

DATE: September 14, 1955

By Board action a special Network assessment rate is now available to School stations. For one-half the rate normally charged for the full general network service, such stations are now eligible to receive the In-School series offerings of the NAEB Radio Network, plus a maximum of one hour per week selected from the general offerings. For example, a school station whose regular Network assessment is now \$800.00 per year (but which has been unable to use the full service and thus had difficulty in justifying payment of the full rate) may now subscribe for \$400.00 per year instead. For this latter sum the entire In-School service may be ordered, plus one hour per week of "non-in-school" programs.

It is of course our hope that as many as possible of you will take the full service. Please let us know, on the chart below, which service you elect, and, if you have already paid the full fee and now select the reduced service, how you wish to have your overpayment handled.

Station _____ City _____

Power _____ Address _____

Report by _____

Do you wish to continue the regular service (if so check here ☐) or to take only the half-rate service outlined above (check here ☐)?

Do you wish to have your overpayment, if any refunded (if so check here ☐) or credited to next year's account (in this case, check here ☐)?

If you have not paid, or wish to join or rejoin the Network, and wish to have a (new) bill issued, please check here (☐). (Information on available series will be sent immediately on receipt of this form).

If you elect this special school service schedule, which of the regular series do you wish to receive _____

(If you have been receiving more than one hour weekly of regular programs, and elect the new rate, all but one hour of regular programming will be immediately discontinued. However, there will be no charge for programs you've already received.)

NAEB RADIO NETWORK
14 Gregory Hall
Urbana, Illinois

September 29, 1955

MEMO:
TO: All Member Stations
FROM: John Holt *JH*

Re: THE NEXT OFFERING OF IN-SCHOOL PROGRAMS

While a large percentage of the member stations of the NAEB Radio Network do broadcast in-school programs, there are some others who have indicated that they would rather not receive offerings of in-school programs (programs designed primarily to be received in classrooms and used as teaching aids).

Therefore, we have in the past requested those stations which do wish to receive in-school offerings to so notify Network Headquarters.

Unfortunately, this request for notification has sometimes been overlooked, with the result that some stations have not been offered in-school series that they wished to receive. This led to complications, extra work, and inconvenience both for these stations and for Network Headquarters.

To avoid this situation in the future, we shall hereafter offer in-school programs to all NAEB Radio Network member stations except those which notify us that they do not wish to receive such offerings.

If you do not wish to receive the offering of in-school programs to be distributed during 1956, please complete and return the form below immediately.

Thank you for your attention.

RADIO STATION _____ DOES NOT WISH TO RECEIVE ANY OFFERINGS OF THE IN-SCHOOL PROGRAM SERIES TO BE DISTRIBUTED DURING 1956. PLEASE DO NOT SEND OFFERINGS OR TAPES FOR THE 1956 IN-SCHOOL PROGRAM SERIES.

(PLEASE DO NOT NEGLECT TO FILL IN
STATION CALL LETTERS!)

(signed)

(position)

(date)

9/29/55

NABE Headquarters
14 Gregory Hall
Urbana, Illinois

TO: Radio Network School Committee
1) a)Henderson, b)Hiller, c)McKellar
2) a)Fleming, b)Day, c)Scanlon

FROM: Harry J. Skornia

DATE: November 3, 1955

Those of you listed as 1) above are receiving copy of a proposed study outline for Ways of Mankind. Would you mind recasting, please? And as Henderson finishes, will you (John) send your copy to Fleming (a) to a), b) to b) etc./ with Fleming and Day returning to me and Scanlon sending her copy to Vernon Bronson when thru, please.

This outline was kindly submitted by Stanley Solomon of Schenectady, (Nott Terrace High School), from whose letter additionally I quote:

"I'd like to make a few points about my outline, if I may, so you'll have an understanding of just what I've tried to do:

"1. The outline doesn't contain everything I would want to say. For instance, I could include guidance in the matter of language used in some of the records (a little of it is difficult for high school youngsters); or better clarify some of the more difficult plots in the records.

"2. Most of the questions are designed for specific purposes--tho on first look some may appear one-sided.

"3. Related teaching aids are cross-indexed so a teacher could use any record for any one purpose. I find one of the beauties of Ways of Mankind is that I can use a record for multi-purposes.

"4. Under 'Subjects Covered,' I have deliberately avoided using technical terms of cultural anthropology. Instead, I've mentioned things that I've effectively tied in with each record--regardless of the record's apparent purpose.

"5. I have a number of suggestions about the method of attack in using the records in the classroom. For example, I commonly wrap up a record in a four-day package,

November 3, 1955

"6. I have additional notes about interesting activities that have sprung from these records. For example, But I Know What I Liked offered the opportunity of tape recording music played by youngsters at home, which was then 'explained' in the classroom; some others discussed what they wanted to 'communicate' in drawings and paintings they had made.

"In short, what I'm giving you here is a prospectus for an outline, rather than a finished product."

Do you think this might usefully be published for the encouragement of greater school use of this series?

HJS:cr

Copies to Mr. Solomon, Vernon Bronson

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

TO: All School Stations

FROM: Network Headquarters, H. J. Skornia

H. J. Skornia

DATE: September 14, 1955

By Board action a special Network assessment rate is now available to School stations. For one-half the rate normally charged for the full general network service, such stations are now eligible to receive the In-School series offerings of the NAEB Radio Network, plus a maximum of one hour per week selected from the general offerings. For example, a school station whose regular Network assessment is now \$800.00 per year (but which has been unable to use the full service and thus had difficulty in justifying payment of the full rate) may now subscribe for \$400.00 per year instead. For this latter sum the entire In-School service may be ordered, plus one hour per week of "non-in-school" programs.

It is of course our hope that as many as possible of you will take the full service. Please let us know, on the chart below, which service you elect, and, if you have already paid the full fee and now select the reduced service, how you wish to have your overpayment handled.

Station _____ City _____
Power _____ Address _____
Report by _____

Do you wish to continue the regular service (if so check here ☐) or to take only the half-rate service outlined above (check here ☐)?

Do you wish to have your overpayment, if any refunded (if so check here ☐) or credited to next year's account (in this case, check here ☐)?

If you have not paid, or wish to join or rejoin the Network, and wish to have a (new) bill issued, please check here (☐). (Information on available series will be sent immediately on receipt of this form).

If you elect this special school service schedule, which of the regular series do you wish to receive _____

(If you have been receiving more than one hour weekly of regular programs, and elect the new rate, all but one hour of regular programming will be immediately discontinued. However, there will be no charge for programs you've already received.)

EES - for your marks to a decision

DRAFT

DRAFT

TO: All School Stations

FROM: Network Headquarters, H. J. Skornia

Date: September 13, 1955

By approval of the NAEB Board, and as authorized by President Frank Schooley

Network assessment
a special rate is ~~hereby~~ ^{now} available to School stations, ~~only~~. For one-half the rate normally charged for the full general network service, such stations are now eligible to receive the In-School series offerings of the NAEB Radio Network, plus a maximum of one hour per week selected from the general offerings. For example, a school station whose regular network assessment is now \$800.00 per year (but which has been unable to use the full service and ~~thus~~ ^{has had difficulty in justifying payment of the full rate}) found this rate unfairly high for those programs they have been able to use) may now subscribe for \$400.00 per year instead. For this latter sum the entire In-School service may be ordered, plus one hour per week of "non-in-school" programs.

if you have already paid the full fee
Please let us know, on the chart below, which service you elect, and how you wish to have your overpayment handled. It is of course our hope that as many as possible of you will take the full service. However, this new rate schedule should also make it possible for some stations to join or return to the Network. *who were unable* because of their inability to justify the ~~rate~~ rate which earlier prevailed.

Station _____

City _____

Power _____

Address _____

Report by _____

(Holt and Hill please complete what you want in)

Do you wish to continue the regular service (if so check here ☐) or to take only the half-rate service outlined above (check here ☐)?

now select the reduced service

Do you wish to have your overpayment, if any, refunded (if so check here) ⁸
or credited to next year's account (in this case, check here)?

^{3 x p}
If you have not paid, or wish to join or rejoin the Network, and wish to have
^{any} a (new) bill issued, please check here (). ~~(send)~~ ^{Information on available}
^{3 x p} series will be sent immediately on receipt of this form).

If you elect this special school service schedule, which of the regular series
(od) you wish to receive _____

^{3 x p} (If you have been receiving more than one hour weekly of regular programs, &
elect the new rate, all but one hour of regular programming will be
~~that~~ ^{which of the regular in-school programs do you wish not wish to receive?}
immediately discontinued. However, there will be no charge for programs
you've already received.)

* MISS - All orders already in & most distribution completed.

REPORT OF THE ASSISTANT NETWORK MANAGER FOR TRAFFIC

October 1, 1955

In March, 1955 Miss Rosaline Biason, who had occupied the position of Network Traffic Manager since the start of the NAEB Radio Network, resigned to take an overseas governmental job. Her replacement was Mrs. Janet Strandjord who has assumed the Traffic responsibilities as well as editorship of the Newsletter and miscellaneous other duties.

Routine duties performed by Mrs. Strandjord include:

1. Handling all traffic matters relating to the Network.
2. Editing the Newsletter.
3. Handling all billings for the Network Assessment Fees and other miscellaneous items.
4. Maintaining membership and network data files.
5. Issuing NAEB Membership Directory.
6. Processing membership applications.
7. Processing membership certificates and those for scholarship winners, workshop participants, etc.
8. Handling records in connection with NAEB album sales.
9. Handling routine correspondence.

Certain improvements made during the past year should be pointed out:

1. Upon recommendation of the NAEB Public Relations Policy Committee, and in consultation with the Executive Director and the Associate Director, departmentalization of the Newsletter has been accomplished, with more editorial judgment of suitable material being exercised. The new cover and new type-face have added to the attractiveness of the Newsletter.
2. The NAEB Membership Directory has been changed in format somewhat for easier reference and will hereafter be published semi-annually rather than annually.
3. A new card file system has been instituted which makes more complete and up-to-the-minute information readily available about NAEB members, former members, applicants for membership, Network members and non-member educational stations.
4. An improved system for processing album orders has been instituted which should increase efficiency and practically eliminate cause for complaint.

Respectfully submitted by:

Janet Strandjord
Assistant Network Mgr. - Traffic

10/13/55

(Headquarters Report #3 (Johns = #2))

REPORT OF THE ASSISTANT NETWORK MANAGER FOR TRAFFIC

IN MARCH, 1955 MISS ROSALIND BIASON, WHO HAD OCCUPIED THE POSITION OF NETWORK TRAFFIC MANAGER SINCE THE START OF THE NAEB RADIO NETWORK, RESIGNED TO TAKE AN OVERSEAS GOVERNMENTAL JOB. HER REPLACEMENT WAS MRS. JANET STRANDJORD WHO HAS ASSUMED THE TRAFFIC RESPONSIBILITIES AS WELL AS EDITORSHIP OF THE NEWSLETTER AND MISCELLANEOUS OTHER DUTIES.

ROUTINE DUTIES PERFORMED BY MRS. STRANDJORD INCLUDE:

1. HANDLING ALL TRAFFIC MATTERS RELATING TO THE NETWORK.
2. EDITING THE NEWSLETTER.
3. HANDLING ALL BILLINGS FOR THE NETWORK ASSESSMENT FEES AND OTHER MISCELLANEOUS ITEMS.
4. MAINTAINING MEMBERSHIP AND NETWORK DATA FILES.
5. ISSUING NAEB MEMBERSHIP DIRECTORY.
6. PROCESSING MEMBERSHIP APPLICATIONS.
7. PROCESSING MEMBERSHIP CERTIFICATES AND THOSE FOR SCHOLARSHIP WINNERS, WORKSHOP PARTICIPANTS, ETC.
8. HANDLING RECORDS IN CONNECTION WITH NAEB ALBUM SALES.
9. HANDLING ROUTINE CORRESPONDENCE.

CERTAIN IMPROVEMENTS MADE DURING THE PAST YEAR SHOULD BE POINTED OUT:

1. UPON RECOMMENDATION OF THE NAEB PUBLIC RELATIONS POLICY COMMITTEE, AND IN CONSULTATION WITH THE EXECUTIVE DIRECTOR AND THE ASSOCIATE DIRECTOR, DEPARTMENTALIZATION OF THE NEWSLETTER HAS BEEN ACCOMPLISHED, WITH MORE EDITORIAL JUDGEMENT OF SUITABLE MATERIAL BEING EXERCISED. THE

NEW COVER AND NEW TYPE-FACE HAVE ADDED TO THE ATTRACTIVE-
NESS OF THE NEWSLETTER.

2. THE NAEB MEMBERSHIP DIRECTORY HAS BEEN CHANGED IN FORMAT
SOMEWHAT FOR EASIER REFERENCE AND WILL HEREAFTER BE
PUBLISHED SEMI-ANNUALLY RATHER THAN ANNUALLY.
3. A NEW CARD FILE SYSTEM HAS BEEN INSTITUTED WHICH MAKES
MORE COMPLETE AND UP-TO-THE-MINUTE INFORMATION READILY
AVAILABLE ABOUT NAEB MEMBERS, FORMER MEMBERS, APPLICANTS
FOR MEMBERSHIP, NETWORK MEMBERS AND NON-MEMBER EDUCATIONAL
STATIONS.
4. AN IMPROVED SYSTEM FOR PROCESSING ALBUM ORDERS HAS BEEN
INSTITUTED WHICH SHOULD INCREASE EFFICIENCY AND PRACTICAL-
LY ELIMINATE CAUSE FOR COMPLAINT.

rest of order!
Pridlocks
Bitt's
Morris

not final copy.

*Connections
made,
I believe*

(Covering Note)

Arrangements have now been made with the National Association of Educational Broadcasters whereby dubbings of the _____ KERN program series can be made available for groups other than the active members of the Association. (Active members already now pay a network fee for this service.)

The charge for NAEB Associate members is \$4.00 per reel. (A reel normally contains two quarter-hour programs. When there are an odd number of programs in a series, of course, one of the reels will contain a single program.)

The above rates allow for two alternatives. You may send the NAEB your own 1200 ft (mastic or Scotch) tapes, new or in excellent condition; or you may request on NAEB tapes, which you will return as provided on the attached blank. Or if you wish the NAEB to provide new tapes you may keep. In this case add \$3.00 per reel to the above prices.

PROGRAM USE AGREEMENT
KSLN Programs
Distributed by the NAEB

This is to request Series Number _____ of _____
(Series Title), (Number of Programs) _____, 15-minutes each.

We propose to use this program series as follows (station; use, time,
number of times) on a sustaining, non-commercial basis only:

We agree to credit both KSLN and the NAEB on the air and in all
printed matter used in connection with promotion of this series.

We agree to duplicate and distribute KSLN teachers' manuals, or approved
equivalents to insure the type use intended by the designers and producers of the
series.

We agree to prepare and send to the originating station an evaluation
report of the use made of the series, the value of the program, and other
criticisms or comments available.

We further agree not to release any KSLN programs to other individuals
or organizations without KSLN permission and prior approval. No use will be
made of these recordings, nor shall any listing thereof be authorized beyond the
uses listed in this agreement.

All inquiries or requests for permission for secondary uses of these
programs shall be addressed to KSLN, the originating station, which alone has
permission to authorize such listing or use.

CHECK ONE:

- ____ Our own tapes will be sent to the
NAEB for dubbing
- ____ We wish to purchase tapes from the
NAEB @ \$3.00 per reel
- ____ We wish these programs on NAEB tapes
which we shall return by (date)
____, or six months from
present date at the latest

Name and title

Institution

Station

City and State

Date

(Receipt of signed yellow copy of this agreement will be sent to the NAEB as
authorization for the making and shipping of tapes. White copy is to be re-
tained by client. Pink copy is for KSLN files.)

TAPE SALES AND RENTAL: ON SINGLE COPY BASIS.

	<u>TAPE</u>	<u>REP</u>	<u>*ORIG STA</u>	<u>TOTAL</u>
Man -	3.00	2.00	2.00	7.00
Non-Man -	3.00	5.00	2.00	10.00
Man -	3.00	2.00		5.00
Non-Man -	3.00	5.00		8.00

TAPE RENTAL

Man -	2.00	2.00	4.00
Non-Man -	5.00	2.00	7.00
Man -	2.00		2.00
Non-Man -	5.00		5.00

* Credited to Network account of producing station when and as agreed.

SCHEDULE OF MULTIPLE DUBBING FEES: SALE ONLY

Dubbing done on tape (1200 Ck. reels only) supplied by customer

	Member	Non-Member
Dubbing one tape only (master tape)	\$2.00	\$5.00
2 - 10 tapes	\$1.45 per reel plus \$2.00*	\$1.50 per reel plus \$5.00*
11 - 30 tapes	1.30 " " " "	1.35 " " " "
31 - 50 tapes	1.15 " " " "	1.20 " " " "
51 - 100 tapes	1.05 " " " "	1.10 " " " "
Over 100 tapes	.95 " " " "	1.00 " " " "

* For master

If NABE furnished tape, add \$3.00 per reel to above prices.

This schedule makes no provision for rights charges, credits, etc. When applicable, these generally amount to \$2.00 per reel or more.

NAEB RADIO NETWORK
14 Gregory Hall
Urbana, Illinois

TO: NAEB Active and Associate Members
FROM: Network School Committee
THROUGH: Network Headquarters

Re: In-School Radio Program Evaluations

At the recent Chicago Convention, the Radio School Network Committee of NAEB expressed some concern about the quality of school broadcasts to be distributed on the network and promised to share with the membership a resume of weaknesses in series submitted to the Committee during the past two years. Accordingly, we have compiled a report of statements found on audition sheets turned in by committee members, station personnel, and teachers who listened to audition tapes from some forty series submitted during the past two years.

As a result of listening and evaluating, the committee members listed five concerns which we shared with those who attended the Convention. We offer them again here.

Are we discovering the real curricular needs of our classrooms and approaching them creatively?

(Are we really doing the pioneering job that educational radio ought to do?)

Are we taking the lead in challenging boys and girls and teachers in creative thinking and action?

(Are we aware that this means integrity and substance in everything we do?)

Are we furnishing inspiration and vision to students and teachers alike?

Are we searching for materials beyond the sources available to the average teacher or merely dressing up the textbook materials with gimmicks?

Should NAEB, the professional organization for educational broadcasting, be concerned more with quantity or quality of programs to be distributed?

Copied NAEB Hq.
11/23/55 jy

Statements of Criticism from Listener Evaluation Sheets

General

Series more useful for a particular situation than for wide distribution.

Series lacks a fresh approach to subject content.

Aim of series is not clear.

Programs do not provide the best examples of teaching techniques.

Program fails to capitalize upon the unique qualities of radio.

Age range is too wide to satisfy all levels with this approach.

Too many ideas and concepts packed into program.

It is "over-teachy."

Content

Series not suitable for grade level for which it is planned

-- in content

-- in approach.

Programs add little that cannot be found in school texts.

Program fails to offer something to capture interest or satisfy pupils of varying abilities within the classroom.

Information is not accurate and honest.

Opinions are not supported by research.

Program provides a good listening experience but fails to lead to an extended learning experience.

Programs contain too much content for age group indicated.

Series pre-supposes more background than children have in this field.

Series is behind today's progress in this field.

Program gives an unbalanced picture of life.

Program fails to observe the standards of good taste and good manners.

Programs use bad grammar and poor enunciation unnecessarily.

Length of series is not realistic with classroom time spent on this topic.
Content is lost in a welter of devices which distracts listener.

Format

Material doesn't lend itself well to format used.
Format gets in the way of desired outcome.
Programs lack creative approach.
Format is not suitable for designated grade level.

Script

It is not really a radio script.
Writing is poor.
Script material is not handled with integrity.
Vocabulary unsuitable for intended grade level.
Writer seems unaware of classroom situations and teaching techniques.
Script fails to stimulate constructive activity and interests.
Script shows no feeling for people and events treated.
Script is slow getting into story.
Script talks down to listener.
Situations are too contrived.

Production

Production fails to do justice to the script.
Characters do not come to life -- are not believable.
Production is insincere.
Production is too high-powered for content.
Production is too slick.
Production is overdone.
Production is complex -- cluttered.

Narrator does not communicate effectively.

Narrator talks down.

Sound effects are overdone.

Sound effects are distracting.

There is overuse of gimmicks.

Show lacks sparkle and life.

Cast shows inexperience.

Characters sound off mike.

Poor characterizations is evident.

Casting is unfortunate.

Music is poorly chosen.

Music detracts from program.

Music wavers.

Pacing is too fast for content and intended audience.

Production lacks simplicity suitable for its content.

Production lacks clarity.

Introduction promises much more exciting production than the program that follows.

Technical

Recording quality leaves much to be desired.

Music is not reproduced faithfully.

Voices are not clear.

Tape carries too much noise.

Volume levels of various programs elements are disturbing.

Manuals

There is no manual to accompany the series.

Manual material is inadequate for best use of the programs.

REPORT OF THE NETWORK MANAGER

April 1, 1956

Due to the difficulties involved in undertaking this position, the new Network Manager has not had the opportunity to investigate and evaluate all phases of Network operations since the time of the last report. However, there are some matters with which he is familiar and now brings to your attention.

MEMBERSHIP. At the present time the Network has 72 member stations, with another due to join in the very near future. Thus, since the last report the Network has made a net gain of two (2) stations. Needless to say, we hope for more additions.

PERSONNEL. Present Network staff personnel consists of four (4) full-time employees plus three (3) half-time employees, making the staff the equivalent of five and one-half (5½) full-time employees. However, it is important to point out that of the seven employees presently working, six (6) (all save the Network Manager) will be leaving Network employment around June of this year. Thus, the Network is faced with the challenge of hiring and breaking in practically an entire new staff. (Note by Skornia: A turnover of the same sort will also occur then for secretarial and NL personnel.)

EQUIPMENT. Although the present equipment is far from satisfactory, we are making the best possible use of what we have. The duplicators are still acting up from time to time, and must be constantly checked. It must be emphasized that everything possible is being done to maintain technical quality in our tapes, and for their painstaking efforts in this area all credit must be given to Cecil Bidlack, the NABE Television Engineer, and Glenn Blackburn, the Assistant Network Manager for Production. A qualified engineer on duty at all times is urgently needed to maintain technical quality.

OPERATION. It has been decided that the Network year will be divided into four quarters of thirteen (13) weeks each beginning with the first complete week of each calendar year, and that a separate offering will be made for each quarter. Also, to increase accuracy and efficiency a number of clerical procedures have and will be changed.

OUTPUT. During the past four quarters, the Network has made considerable gains in output. For example, during the year 7/1/54 - 6/30/55 the total air time of Network programs broadcast over member stations was (in hours and minutes) 14,421:40 for the general offering; in contrast, the figure for the year 7/1/55 - 6/30/56 will be 16,331:00, a substantial increase since there are now fewer stations on the Network.

PROGRAMMING. The quality of our programming continues high. Beside contributions from member stations, we are honored to have such sources as the BBC, FBS, CBC, RAI, etc. offering their fine programs over the Network. There is, however, a need for more submissions from Network members, as we never can have too many good programs. Also, the Network is slowly gaining in its efforts to obtain a large number of fifteen (15) minute programs for which demand constantly exceeds supply.

SCHOOL PROGRAMS. This is one area in which continued study should be made in an attempt to produce a simple yet effective system of distribution. The Network Manager plans to meet with the Network School Committee to discuss this whole problem.

STATION RELATIONS. Relations with the member stations have improved greatly since the last report. The return of tapes is up about 100%, and the cooperation of the stations is greatly appreciated. We trust that this cooperation will continue in all areas of Network operation.

Respectfully submitted by:

Robert E. Underwood, Jr.
Network Manager

REU:cr

NAEB

NATIONAL ASSOCIATION
of
EDUCATIONAL BROADCASTERS

14 Gregory Hall

Urbana, Illinois

January 24, 1956

MEMO:

TO: Network Member Stations

FROM: Harry J. Skornia *HJS*

Re: HIGH-FIDELITY MUSIC TAPES

We hope and believe that with our next program offering (for Summer 1956) we shall be able to give you a definite plan for the distribution of relatively high-fidelity music tapes.

These tapes will be duplicated by an organization properly equipped to do the best possible work. They will be 2400' tapes recorded at 15 ips. (not 1200' tapes recorded at $7\frac{1}{2}$ ips. as is our usual practice). Unless you can use 2400' reels, you will of course not be able to use these.

To cover the expense of producing and distributing these recordings, two alternate plans are envisioned. A station either may elect to receive the high-fidelity tapes instead of an equivalent amount of tape (actually a ratio of one-hour of this music offering to two hours of usual programs) from the remainder of the offering, or it may elect to pay an extra assessment to cover the added costs, probably about \$2.00 per 2400' reel.

As an example of the former alternative: If the Network offers thirteen half-hour programs of top quality music (thirteen 2400' tapes), not available from any other source, a station may elect to receive these instead of any thirteen one-hour programs (twenty-six 1200' tapes) or any twenty-six half-hour programs (again, twenty-six 1200' tapes) from the rest of the offering.

As the planning for this "hi-fi" music distribution is in the final stages, and will represent a considerable investment both in tapes and in cash, for subcontracting the dubbing which we are not ourselves now set up to do, we hope you will as soon as possible send any comments or suggestions you may have. It is our thought now that these series will not be made available except to stations who can provide proof of performance evidence, and has equipment good enough to justify the effort we are making to keep quality standards at the highest possible level. The NAEB Engineering Committee has in draft form guidance for the standards which we shall need to establish in this project.

Let us have your reactions.

JH:HJS:jy

NAEB NETWORK
14 GREGORY HALL
URBANA, ILLINOIS

MEMO:

TO: NAEB RADIO NETWORK STATIONS

FROM: NETWORK MANAGER

RE: DISPOSAL OF UNUSABLE TAPE

The Network is very interested in disposing of any unusable NAEB tape which is in circulation. In order that this may be done, we need your cooperation. Enclosed you will find a set of stickers; if you find an NAEB tape that is no longer fit for service, please stamp one of these stickers on the reel and return it with your normal tape return. By doing this, you will help both us and yourself by improving the quality of Network programs, a matter close to all our hearts; and you will assist in ridding the Network of bad tapes, a constant nuisance to all concerned.

It is vitally important that the reason why the tape is unusable be marked in the blank space provided on the sticker. Please keep these reasons as brief as possible: "starchy," "brittle," "bad splice," etc.

Your cooperation is urged, and will be appreciated. If you find yourself running out of stickers, let us know, and we will ship more to you.

3/5/56

"Basic and Bonus" for NAEB Radio Network

To increase the service of the NAEB Radio Network to the member stations, I recommend adoption of a "Basic and Bonus" policy for Network operations.

The Proposal:

Basic and Bonus for regular Network program services shall be supplied on a basis of 80 per cent Basic programs -- those selected and recommended by the Network Acceptance Sub-Committee, and 20 per cent Bonus programs -- those which may have more limited use by the member stations, which may be more regional or specialized. Member stations will be given the Basic service, and an opportunity to select Bonus programs from a number of series offered and selected for this purpose.

Basic and Bonus for the School Service of the NAEB Radio Network shall be identified as following:

Basic - program series selected by the RNSC for general use

Bonus - program series for limited use

Specials - programs for special use, when and if suitable; single programs and short series (not over 6).

I further recommend that the Network Manager be instructed to inaugurate the Basic and Bonus services as soon as practicable, and to make such minor adjustments in the implementation of this policy as are necessary to continue good operations.

NAEB

NATIONAL ASSOCIATION
of
EDUCATIONAL BROADCASTERS

14 Gregory Hall Urbana, Illinois

February 16, 1956

Dear NAEBer:

You are going to have some outstanding visitors on your campus during the next few months, courtesy of NAEB.

Perry Miller, professor of American literature at Harvard, is touring with his travelling players to present a lively series of plays and discourses. The President of the University of the Philippines, Dr. Vidal Tan, will be a special guest on your campus to give a dramatic account of the greatest hero of his nation. Five professors of the Millikin School of Music will present a new facet in the appreciation of fine music. And the Rt. Hon. Harold Macmillan, Great Britain's Secretary of State for Foreign Affairs is coming to your school to give a lecture titled, "From a Window in Whitehall."

Such a parade of notables deserves a large splash in your local news media. Stories about their impending arrival make good publicity for the school and for the community. But let's assume you are pretty hep as to what's going on at your school, and you're positive you haven't heard a peep about these coming visitations. You are therefore about to conclude that:

- (a) These people are not coming to your school, or
- (b) Somebody goofed.

Now look into your wastebasket.

Over the past few weeks NAEB has sent you detailed reports on the arrival of these dignitaries. Miller will be your guest lecturer for thirteen weeks on the series, "They Bent Our Ear." President Tan will appear on "Tales of the Valiant." The Millikin professors are on "Music in the Making," and Secretary Macmillan will appear with "Window on the World."

This information was given to you in brochures and suggested news releases. It was distributed in advance, exclusively to NAEB members, so you would have time to make use of it in whatever manner best suited your purpose.

If this material wound up in your wastebasket instead of in the columns of your local newspapers, you have missed an excellent chance for publicity. And as your old Dutch uncle would tell you, "Don't come crying to the next NAEB meeting about how impossible it is to find publicity stories."

But, seriously, if you have sidestepped the chance to publicize these programs, perhaps it is not too late. Most of the series will be distributed in April and May.

-over-

There is still time for you to tailor announcements about the date and hour these leaders in the cultural, political and artistic world will appear on your kilocycles. Use the fine stories the Lowell Institute provided, and adapt them to your own situation and news media. (Newspapers don't like dittos - retype the whole sheet - don't just fill in the blanks.) Pull material from the brochures and work it into a couple of paragraphs for local release. (Have these men visited you before? Do they have friends, relatives, former students on your campus?) By doing so you help build an audience for your distinguished guests, your station and for your Association which makes these offerings possible.

Bill Bender, WUOM
(for the Public Relations Policy Committee)



NETWORK NEWS



Feb. 1956 N.L.

The NAEB Radio Network has announced ten new series of programs for broadcast over its member stations beginning April 1. The series come from four countries: Great Britain, France, Austria, and the United States. A fifth country, Canada, is represented by a previously announced series.

Austria is represented by a series of five half-hour musical programs called MUSICAL WALK, produced by the Austrian Broadcasting System.

From France come three series produced by the French Broadcasting System. They include a music series, VOICES OF FRANCE IN CHORUS SING; a series of FRANCE AT WORK; and a series of dramas in French, COMEDIE FRANCAISE.

DEAR NAEB: WILL YOU PLEASE SEND ME...?

We thought our readers, and especially our members, might enjoy seeing examples of some of the rather unusual requests for help and information received periodically by the Headquarters' staff. While they frequently provide a laugh and a respite from routine, they do require at least as much thought and care to answer as does normal correspondence. Just a few examples:

"Would you please send us your views on the following topic? Resolved: That governmental subsidies should be granted according to need to high school graduates who qualify for additional training."

"Please send me your free booklets on communication. I would appreciate very much, if you would. Please send them right away....P.S. The reason I

Three new series produced by the British Broadcasting Corporation represent Great Britain. They are THE BBC THEATRE, thirteen semi-documentary and dramatic programs; and serializations of two novels, Dickens' MARTIN CHUZZLEWIT and George Eliot's THE MILL ON THE FLOSS.

The remaining three new series are provided by NAEB members. From station WNYC, New York City, comes a new Cooper Union Forum series, SOME PSYCHOLOGICAL PROBLEMS OF DAILY LIVING. THE CHILD BEYOND, produced by Radio House, University of Texas, on an NAEB Grant-in-Aid from the Educational Television and Radio Center, deals with the problems of exceptional children. TALES OF THE VALLANT, produced by Station WUOM, University of Michigan, on an ETRC-NAEB Grant-in-Aid, tells the dramatic stories of great national heroes outside of the English-speaking world.

Six previously announced and distributed series will be continued. They are: STORIES 'N STUFF (WILL), WINDOW ON THE WORLD (British Information Services), THE EVOLUTION OF JAZZ (WGBH), OVER THE BACK FENCE (CBC), FRENCH PRESS REVIEW (RDTF), and MUSIC IN THE MAKING (Millikin University - Grant-in-Aid).

WHAT ARE YOUR CALL LETTERS?

Once again, a reminder to members of the NAEB Radio Network: When you return your order form for the new program offering, please do not forget to fill in your station call letters.

QUERY

Would member stations be interested in receiving occasional tapes of programs or other matter for non-broadcast use, i.e. use on closed-circuit, in staff meetings, before local groups for public relation purposes, etc.? If you are interested in receiving such tapes -- will you please let the Network know? For example, we recently had one on WNAS from New Albany, which caught us with no real procedure set up to process or handle. Would such a service serve a real need? Of course, a charge of \$2.00 per reel would have to be made since this is not a part of normal Network operations.

For recent technical developments of the Network see Technical Tips by Mr. Cecil S. Bidlack, page 26.

P.S. Just at press time came a note from Stewart Howe, Vice-President of Illinois Institute of Technology and member of the NAEB Public Relations Policy Committee. Stew points out that I do not tell what the CNO (on which I report) is. Guess I've slipped on several like that. Here are a few recent ones used.

CNO stands for Council of National Organizations
AEA stands for Adult Education Association
ACPRa stands for American College Public Relations Association
NPAC stands for National Project in Agricultural Communications
TFAE stands for The Fund for Advancement of Education
FAE stands for Fund for Adult Education
ETRC stands for Educational Television and Radio Center
NL stands for NAEB Newsletter

Incidentally, Stew and the Public Relations Committee generally have reacted often, and did make suggestions earlier which we carried in the NL. Our thanks to Stew, Jim Miles, Elmer Sulzer and the others who have given us the benefit of their thinking.

Recently editors of midwest organizations belonging to the Council of National Organizations have been meeting monthly in Chicago to discuss mutual publication problems and to advise one another on possible methods of improving their publications. Associate Director Harold Hill has represented the NAEB at these meetings, and many of the recent changes in layout, format, type, etc., in the Newsletter have come about as a result of suggestions made at these meetings.

That editors experienced in publishing materials for national organizations believe forward strides have been made in the Newsletter is evidenced by this letter just received by Hill from Mrs. Ruth Pinkus, editor of B'nai B'rith's Women's World:

"Your January Newsletter came last week, and I just wanted to tell you that in my humble opinion, the new appearance compared to the old is as sunlight to the darkest night. I have been trying to make similar improvements, and your success cheers me on."

Album Report from October 14, 1954 to October 12, 1955

Albums Sold

Ways of Mankind I	102
Ways of Mankind II	54
Jeffersonian Heritage	32
Communism	<u>9</u>
TOTAL	197

Money received on albums

Ways of Mankind I	\$2,495.00
Ways of Mankind II	1,290.00
Jeffersonian Heritage	730.00
Communism	<u>215.00</u>
	\$4,730.00

Gift copies of albums

Ways of Mankind I	3
Ways of Mankind II	4
Jeffersonian Heritage	2
Communism	<u>1</u>
	10

Records sold individually

6 records sold	\$21.35
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TOTAL OUTGOING ALBUMS	207
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TOTAL MONEY RECEIVED	\$4,751.35
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On Hand, as of 10/18/55

COMPLETE ALBUMS:

<u>Ways of Mankind I</u>	54
<u>Ways of Mankind II</u>	165
<u>Jeffersonian Heritage</u>	157
<u>People Under Communism</u>	105

USABLE SINGLE DISCS:

<u>Assorted</u>	43
AND Usable Albums (Empty)	15

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

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